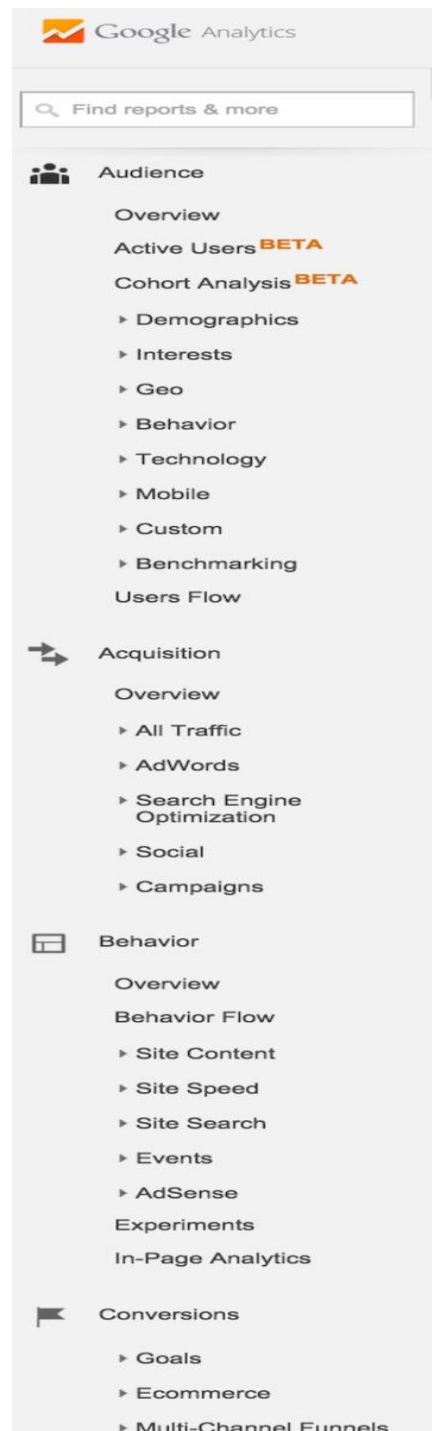


Lesson no. 10 – Types of Google Analytics Reports

Types of Google Analytics reports

Speaking of reports, here is quick summary of what you will find in each of the standard Google Analytics reporting sections, accessible in the left sidebar.



Everything in (parenthesis) is a specific report or set of reports within the following sections that you can refer to.

Audience reports

These reports tell you everything you want to know about your visitors. In them, you will find detailed reports for your visitors' age and gender (Demographics), what their general interests are (Interests), where they come from (Geo > Location) and what language they speak (Geo > Language), how often they visit your website (Behavior), and the technology they use to view your website (Technology and Mobile).

Acquisition reports

These reports will tell you everything you want to know about what drove visitors to your website (All Traffic). You will see your traffic broken down by main categories (All Traffic > Channels) and specific sources (All Traffic > Source/Medium).

You can learn everything about traffic from social networks (Social). You can also connect Google Analytics to AdWords to learn more about PPC campaigns and to Google Webmaster Tools / Search Console to learn more about search traffic (Search Engine Optimization)

Behavior reports

These reports will tell you everything you want to know about your content. Particularly, the top pages on your website (Site Content > All Pages), the top entry pages on your website (Site Content > Landing Pages), and the top exit pages on your website (Site Content > Exit Pages).

If you set up Site Search, you will be able to see what terms are searched for (Site Search > Search Terms) and the pages they are searched upon (Site Search > Pages).

You can also learn how fast your website loads (Site Speed) as well as find specific suggestions from Google on how to make your website faster (Site Speed > Speed Suggestions).

Conversions

If you set up Goals within your Google Analytics, you can see how many conversions your website has received (Goals > Overview) and what URLs they happened upon (Goals > Goal URLs). You can also see the path that visitors took to complete the conversion (Goals > Reverse Goal Path).

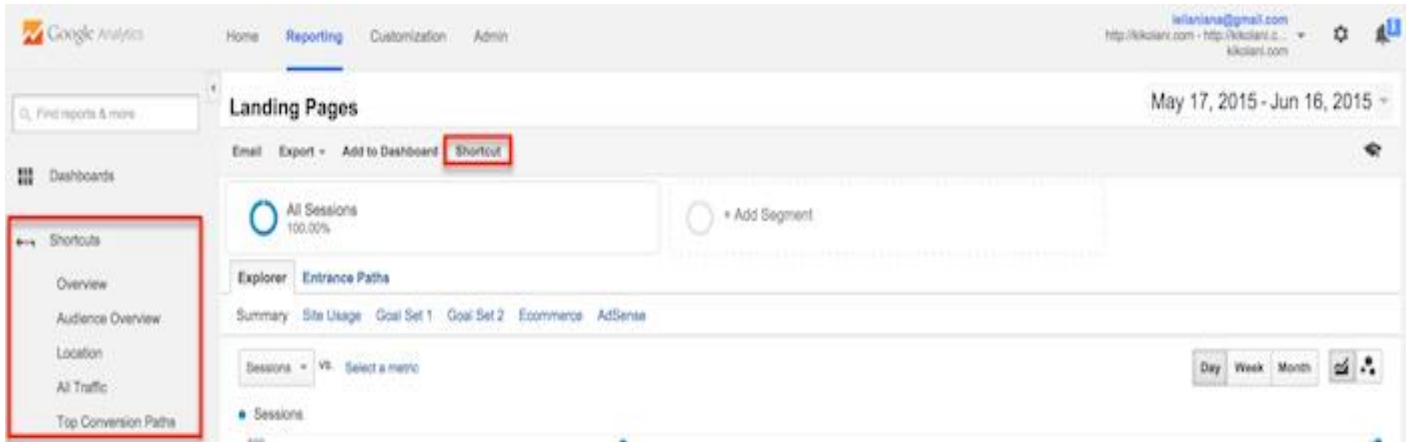
Speaking of goals and conversions, most of the tables within Google Analytics standard reports will tie specific data to your conversions. For example, you can see the number of conversions made by visitors from California in the Audience > Geo > Location report. You can see the number of conversions made by visitors from Facebook in the Acquisitions > All Traffic > Source/Medium report. You can see the number of conversions made by visitors who landed on specific pages in the Behavior > Site Content > Landing Pages report.

Landing Page	Acquisition			Behavior			Conversions Goal 1: Sales		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	12,682 % of Total: 100.00% (12,682)	84.62% Avg for View: 84.61% (0.02%)	10,732 % of Total: 100.02% (10,730)	80.18% Avg for View: 80.18% (0.00%)	1.56 Avg for View: 1.56 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	3.34% Avg for View: 3.34% (0.00%)	424 % of Total: 100.00% (424)	\$424.00 % of Total: 100.00% (\$424.00)
1. /	5,026 (39.63%)	82.41%	4,142 (38.59%)	66.77%	2.07	00:02:03	6.90%	347 (81.84%)	\$347.00 (81.84%)
2. /webinar-software-comparison.html	1,084 (8.55%)	85.70%	929 (8.66%)	94.28%	1.07	00:00:33	0.09%	1 (0.24%)	\$1.00 (0.24%)
3. /optin-popup-forms.html	445 (3.51%)	87.87%	391 (3.64%)	93.93%	1.10	00:00:22	0.22%	1 (0.24%)	\$1.00 (0.24%)
4. /blog-post-promotion-tips.html	269 (2.12%)	86.62%	233 (2.17%)	91.08%	1.15	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /10-premium-seo-tools-try-for-free.html	257 (2.03%)	94.16%	242 (2.25%)	94.94%	1.09	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /how-to-contact-facebook-linkedin-twitter-google-plus.html	256 (2.02%)	89.45%	229 (2.13%)	96.48%	1.07	00:00:18	0.39%	1 (0.24%)	\$1.00 (0.24%)
7. /10-killer-tips-you-must-know-when-using-sweber.html	212 (1.67%)	90.57%	192 (1.79%)	95.28%	1.07	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /5-steps-to-improve-your-pinterest-profile-in-five-minutes.html	192 (1.51%)	89.58%	172 (1.60%)	94.79%	1.05	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /50-tips-to-keep-your-inbox-squeaky-clean.html	189 (1.49%)	82.54%	156 (1.45%)	96.30%	1.04	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /12-social-media-tools-scheduling-publishing-updates-compared.html	141 (1.11%)	87.23%	123 (1.15%)	84.40%	1.22	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

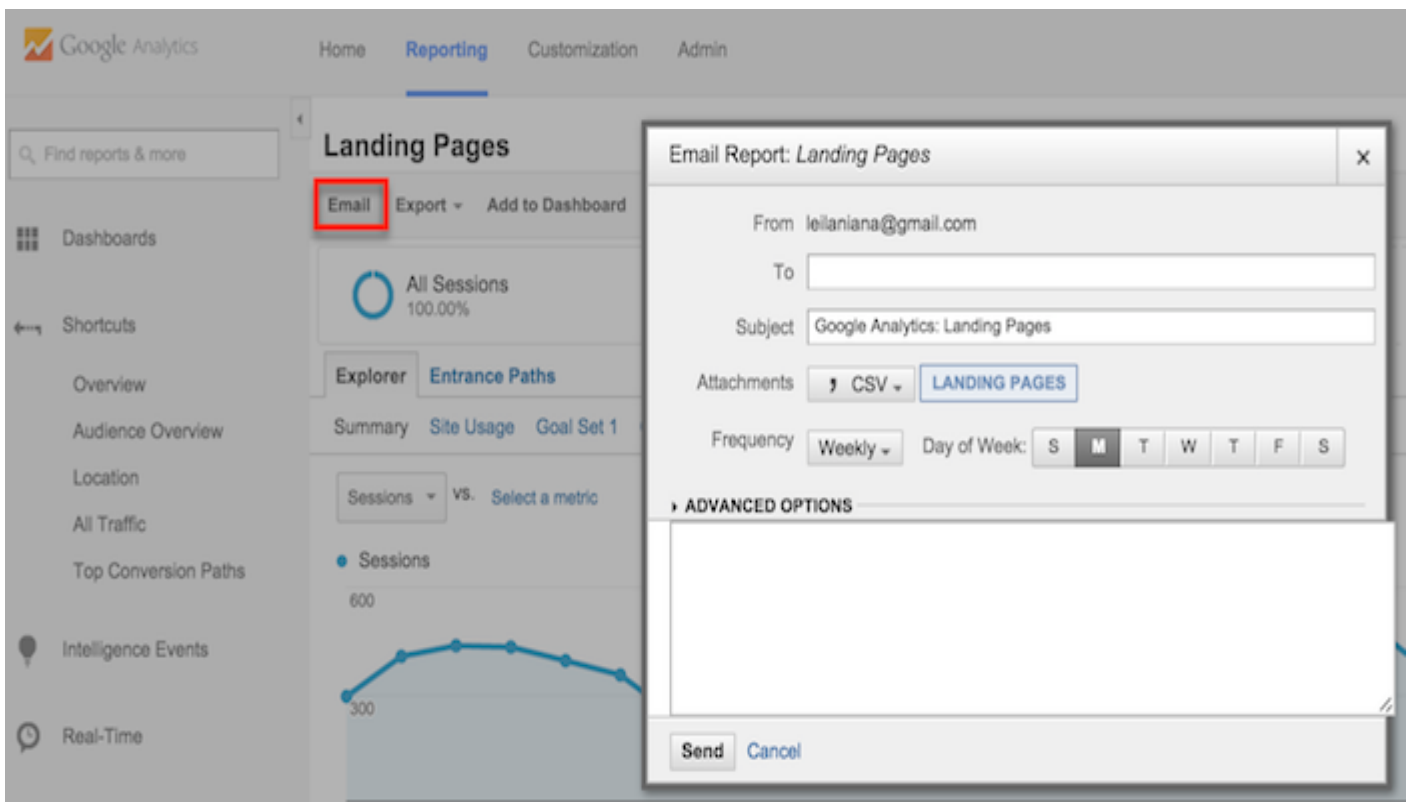
If you have multiple goals, you can use the dropdown at the top of that section of data to switch to the goal you want to view or all of your goals if you prefer.

Shortcuts and emails

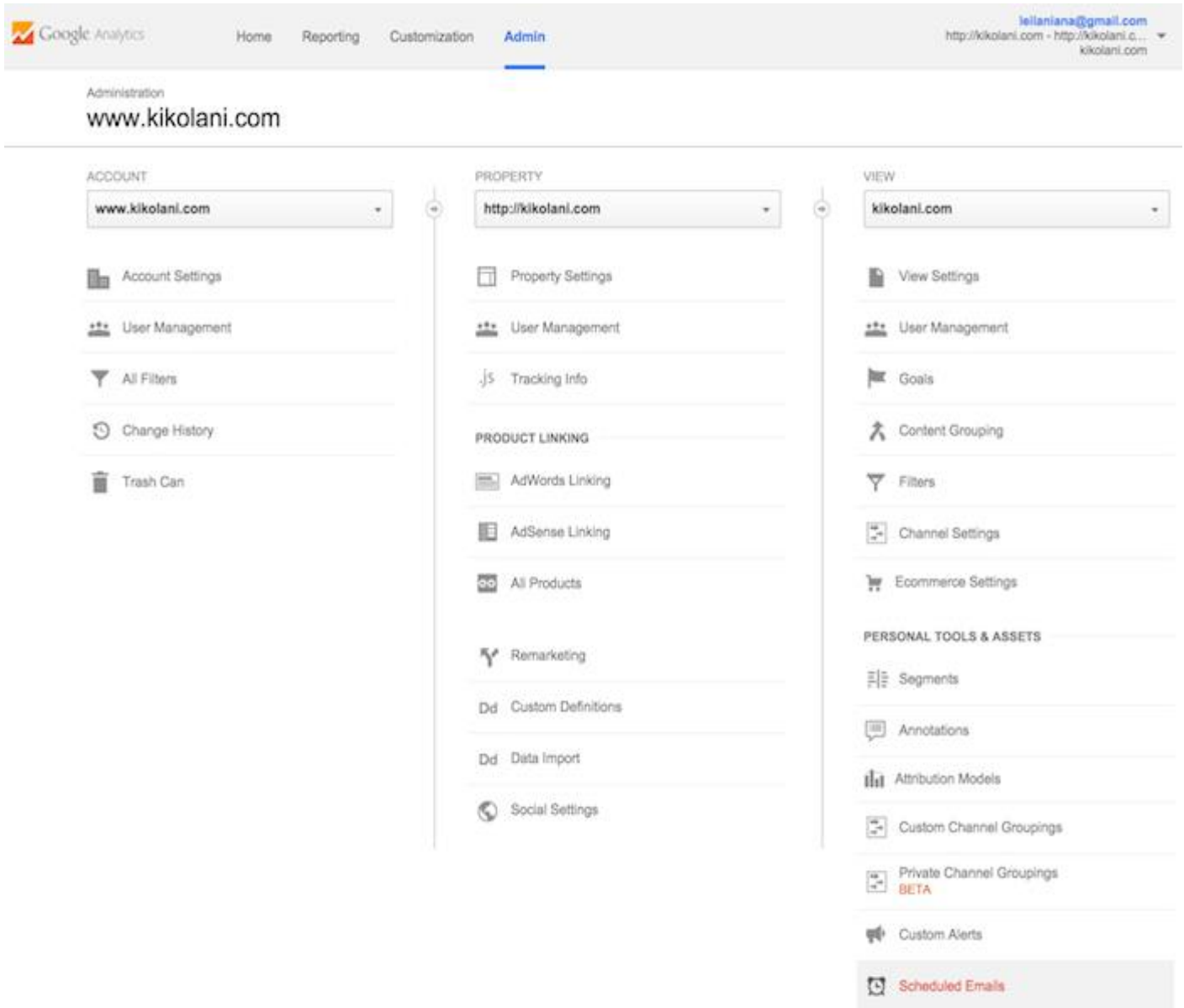
While you won't need every report within Google Analytics, you should explore them all to see what they have to offer. When you find some that you want to visit again and again, use the Shortcut link at the top of the report to add them to the Shortcuts in your left sidebar for faster access.



Or, use the email button to have them emailed to you (or others on your team) on a regular basis.



If you choose to send emails to someone outside of your organization, be sure to regularly check your emails by going to your Admin menu and clicking on the Scheduled Emails box under the View column to ensure only people working with your company are getting your data.



The screenshot shows the Google Analytics Admin interface for the account **www.kikolani.com**. The interface is organized into three main columns: ACCOUNT, PROPERTY, and VIEW.

- ACCOUNT Column:** Includes a dropdown menu for **www.kikolani.com** and a list of options: Account Settings, User Management, All Filters, Change History, and Trash Can.
- PROPERTY Column:** Includes a dropdown menu for **http://kikolani.com** and a list of options: Property Settings, User Management, .js Tracking Info, and a **PRODUCT LINKING** section with AdWords Linking, AdSense Linking, All Products, Remarketing, Custom Definitions, Data Import, and Social Settings.
- VIEW Column:** Includes a dropdown menu for **kikolani.com** and a list of options: View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, and a **PERSONAL TOOLS & ASSETS** section with Segments, Annotations, Attribution Models, Custom Channel Groupings, Private Channel Groupings (BETA), Custom Alerts, and **Scheduled Emails** (highlighted in red).