Mindluster Platform

About the course Google Analytics Reporting

What is a Google Analytics report? Google Analytics standard reports are the preset reports listed down the left-hand side of your dashboard, divided into the segments Real-Time, Audience, Acquisition, Behavior and Conversions.What should be included in a Google Analytics report? The 6 Most Important Reports in Google Analytics 1.) Mobile Overview Report. Audience > Mobile > Overview. ... 2.) Channels Report. Acquisition > All Traffic > Channels. ... 3.) Navigation Summary. Behavior > Site Content > All Pages > Navigation Tab. ... 4.) Landing Pages Report. Behavior > Site Content > Landing Pages. ... 5.) Site Speed Overview Report. ... 6.) Goal Overview Report.How do I use Google Analytics reports? Create a Custom Report Sign in to Google Analytics. Navigate to your view. Open Reports. Click Customization > Custom Reports > +New Custom Report. Enter a Title. (Optional) Click +add report tab. ... Select a report type: Explorer, Flat Table, Map Overlay, or Funnel. ... Define your dimension and metrics.What are the three different types of reports in Google Analytics? They are categorized into: Real-Time Reports. Audience Reports. Acquisition Reports. Behavior Reports. Conversion Reports.What data does Google Analytics prohibit collecting? What data does Google Analytics prohibit collecting? Product SKU(s) Billing city. Purchase amount. Personally identifable information.What is the goal of Google Analytics? Google Analytics goals track and report how often your site visitors take specific actions on your site. The actions include visiting a page, spending a certain amount of time on that page, completing a form, and many others. But they're all designed to represent a visitor's steps towards becoming a customer.How do I pull data from Google Analytics? To start collecting basic data from a website: Create or sign in to your Analytics account: Go to google.com/analytics. ... Set up a property in your Analytics account. ... Set up a reporting view in your property. ... Follow the instructions to add the tracking code to your websiteso you can collect data in your Analytics property.

Marketing Category's Courses

Course Lesson(8)

Lesson 1 : **My favorite Google Analytics report**

Lesson 2 : **Dashboards Reports in Google Analytics | Lesson 19**

Lesson 3 : **Google Analytics Dashboard with Google Sheets Reporting API**

Lesson 4 : **Report Like a Boss Using Google Data Studio**

Lesson 5 : **3 essential Google Analytics reports to measure your activity**

Lesson 6 : **How to Create Google Analytics Custom Reports for Ecommerce**

Lesson 7 : **How to Read Google Analytics Data The Basics 2015**

Lesson 8 : **How To Schedule Automated Email Reports In Google Analytics Tutorial 9**

Lesson 9 : **How to Create Custom Reports Using the Google Analytics API**

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