

GOOGLE ANALYTICS STANDARD REPORTS

A Quick Overview of Standard Report Categories in Google Analytics

AUDIENCE REPORTS



The Audience Reporting section of Google Analytics is used to identify the types of visitors that have visited a website.

Specific reports are used to break down visitors by age, gender, geographical location, device type, browser, operating system, and much more.

ACQUISITION REPORTS



The Acquisition Reporting section of Google Analytics is used to identify how users arrive at your website.

Specific reports are used to learn more about your audience - if they arrive directly to your site or use a search engine - and how successful certain marketing campaigns are in attracting users.

BEHAVIOUR REPORTS



Behaviour reports give you an overview of pageviews, unique pageviews, average time spent on pages and other information to allow you understand how visitors move through your website and engage with your content.

You can also review how the content is performing by page URLs, titles, (internal) search terms or events.

CONVERSION REPORTS



Conversion reports are arguably the most useful reports for most businesses showing you information about how well your site performs in encouraging users to meet predefined goals (conversions).

Conversions like orders, and signups are actionable metrics that indicate whether or not your website and marketing tactics are working for your business.

[google-analytics.ie](https://www.google-analytics.ie)