



# Google Analytics

## Dashboards & Custom Reporting Options

### [Dashboards](#)

[Monthly Basic Dashboard](#)  
[Monthly Summary Overview](#)  
[SEO Dashboard](#)  
[Mobile Analytics](#)  
[Site Performance Dashboard](#)  
[Social Media](#)  
[Visitors Technology](#)

### [Custom Reports](#)

[\(not provided\) Insights](#)  
[Content Efficiency Report](#)  
[Days & Time Report](#)  
[Devices Report](#)  
[Goal Breakdown Report](#)  
[Page Technical Efficiency](#)  
[Referring Sites](#)  
[SEO Search Report](#)  
[Visitor Acquisition Report](#)

# Dashboards

*Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most. Dashboards let you monitor many metrics at once, so you can quickly check the health of your accounts or see correlations between different reports. Learn more about dashboards [here](#).*

## Monthly Basic Dashboard

The basics on your website's traffic, performance and user actions. This dashboard includes the following metrics:

- Visits
- Visits by Traffic Type
- Visits by Source
- Visits and Average Visit Duration by Country
- Visits by Browser
- Visits by Pageviews by Mobile
- Visits and Pages / Visits by City
- Organic Searches
- Average Page Load Time
- Average Visit Duration
- Goal Completions and Goal Conversion Rate

## Monthly Summary Overview Dashboard

Additional basics on your website's traffic, performance and user actions. This dashboard includes the following metrics:

- Visits
- Goal Completions
- Sessions and Goal Completions
- Bounce Rate
- Average Visit Duration
- Pages per Session
- Visits by Traffic Type
- Visits by Device
- Visits by City
- Top 10 Traffic Sources (Excluding Search Engines)
- Visits by Landing Page
- Goal Completions by Source/Medium

## SEO Dashboard

Organic traffic is the best traffic your website can get, mainly because it's free. This dashboard outlines organic traffic, performance, landing pages and user actions. It includes the following metrics:

- Total Organic Visits
- Top Non Brand Keywords
- Top Organic Keywords & Percentage of Bounce Rate
- Organic Non Brand Visits (includes "not provided")
- Pageviews by Device Category
- All Organic Visits
- Top SEO Landing Pages (Organic Non Branded Visits and Goals)
- Source of Organic Visits
- Top Organic Landing Pages
- Top Organic Keywords & Percentage of New Sessions
- Most Successful Keywords by Goals

## Mobile Analytics Dashboard

Mobile matters. Generally speaking, you'll have more visitors to your website from a mobile device than a desktop computer. Want to know more about how your website performs from a mobile technology standpoint? The Mobile Analytics dashboard includes the following metrics:

- % mobile visitors
- Average time on site (for mobile visitors)
- Mobile unique visitors
- Pageviews and Bounce Rate by Screen Resolution
- Mobile & Tablet traffic
- Mobile Devices used
- Bounce rate by mobile device
- Top mobile content
- Top iPad content
- Top iPhone content

## Site Performance Dashboard

Good performance is paramount to your websites overall online presence. Want to know more about how your website performs from a purely technical standpoint?

The Site Performance dashboard includes the following metrics:

- Average Page Load Time
- Average Server Response Time
- Average Domain Lookup Time
- Visitor Caching Info
- Mobile Page Load Time (in seconds)
- Page Load Time By Browser
- Load Time for Popular Pages
- Domain Lookup by City
- Server Response Time by City

## Social Media Dashboard

Want to know more about how social media is impacting your website presence?

The Social Media dashboard includes the following metrics (where applicable):

- Total traffic from social media
- Your top performing social networks
- Location of social media visitors
- Percentage of website traffic from social media
- Top socially referred pages
- Facebook visits
- Twitter visits
- LinkedIn visits
- Pinterest visits
- Google + visits

## Visitors Technology Dashboard

Want to know more about what technology your visitors are using when they visit your site? The Visitors Technology dashboard includes the following metrics:

- Operating System
- Browser Popularity
- Visits and Conversion Rate By Operating System
- Pageviews and Bounce Rate by Screen Resolution
- Visits and Goal Conversion Rate by Browser
- Mobile Traffic Stats
- Visits By Mobile Device Info
- Visits and Goal Conversion Rate by Mobile Device

## Custom Reports

*A Custom Report is a report that we create in Google Analytics. We pick the dimensions (City and Browser, for example) and metrics (Sessions, Pageviews, and Bounce Rate, for example) and decide how they should be displayed. Each datapoint in our reports specify at least one dimension and one metric. Learn more about custom reports [here](#).*

### (not provided) Insights Custom Report

Google doesn't provide deep insight into user behaviour for Google users that are logged into their Google account. They like to keep this data for themselves! This custom report provides some insight into the behaviour of those users. It includes:

- Landing Page - Where did the enter into your website?
- Entrances - How many times did (not provided) visitors enter into the site on a particular Landing Page?
- Page Views
- Bounce Rate
- Pages/Session

## Content Efficiency Custom Report

How does your content perform on a page-by-page basis? Which pages get the most unique page views? How many new users are visiting the site? This report includes:

- Page
- Unique Page Views
- Page Views Total
- New Users
- Pages/Session
- Bounce Rate
- Exit Page Percentage
- Average Time On Page

## Days & Time Custom Report

When is your site getting the most activity on a day-of-week basis? This report includes:

- Day of Week Breakdown
- Page Views
- Users
- Pages per Session
- Bounce Rate
- Average Session Duration
- Percentage of New Sessions

## Devices Custom Report

Users behave differently based on the device they're using to navigate your site. It's vital that you know this information. This report includes:

- Device Category
- Users
- Page Views
- Average Session Duration
- Bounce Rate
- Pages per Session

## Goal Breakdown Custom Report

Your website should be designed to accomplish the goals that you've set out for your business. What pages on your website drive the most goal conversions? This report includes:

- Sessions
- Page Views
- Goal Completions for every Goal you set

## Page Technical Efficiency Custom Report

How do your pages perform with respect to important technical metrics? This report breaks down:

- Average Page Load Time
- Bounce Rate
- Page Views

## Referring Sites Custom Report

What sites are referring the most traffic to your website? How do visitors behave when they arrive at your site from a link on another site? This report includes:

- Source
- Page Views
- Pages per Session
- Average Session Duration
- Bounce Rate
- Exit Page Percentage
- Goal Completions

## SEO Search Custom Report

If a page on your site is the first page people visit regularly, it's likely that your website ranks for a particular keyword in search engines for that page. This report helps you determine which pages perform well in search engines, so you can investigate which keywords might be doing well, what you're doing right & what you can improve upon. It includes:

- Landing Pages
- Users
- Entrances
- Pages per Session
- Bounce Rate
- Exit Page Percentage
- Average Time on Page
- Average Session Duration
- Goal Completions

## Visitor Acquisition Custom Report

This report breaks down your user's engagement from the variety of channels that brought them to your website, and includes the following metrics:

- Page Views
- Users
- New Users
- Bounce Rate
- Pages per Session
- Average Session Duration
- Goal Completions