


Google analytics example report

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Attract customers with your core competency and fill in the blanks with ReportGarden.White-Labeled DashboardsWhite-Labeled DashboardsWhite-Labeled The cover of PagesClient Logos START FREE Google Analytics provides some great pre-configured reports to work with, but the ability to customize and build their own reports from scratch, allowing marketers to get really valuable information from the tool. Fortunately, ReportGarden gives you custom templates so you can start right now! FREE TEMPLATE aReportGarden will help you visualize which traffic sources generate the most traffic in one colorful easy-to-understand report. A visual guide to see how your best visitors get on the website and where the revenue comes from. Understand how different browsers work for your site in terms of visits, revenue and bounce rates. The perfect report to understand how well your site is optimized for different devices and where you need to make improvements. Visualize the top landing pages on your site by the number of visitors on each page over a specified period of time. Submit specific ideas for keywords that you are bidding, as well as actual queries that are driving traffic to your site.aTell us about new integrations, features and settings. We would be happy to do it for you as soon as possible! ReportGarden1000 Best Agencies use ReportGarden every day to automate, send and schedule great marketing reports for their customers! This section displays all the important metrics for traffic throughout the site, including the number of web sessions and how they are broken between different sources of traffic, such as paid and organic search from search engines, emails, and social networks. You can also see how each channel performs when it comes to web traffic, along with individual KPIs like Bounce, Goal Completion and Average Session Duration. This information gives you an idea of the overall heart rate and overall performance of the website. Use this data in conjunction with other parts of your marketing strategy like SEO, advertising campaigns and PPC campaigns to decide what your next steps should be in the coming months. If conversions are low but traffic is high, you may have problems with offers or CTAs. And if one channel doesn't bring enough SEO traffic or related transformations, you can take appropriate steps to solve the problem and improve your stats. One of the most important metrics for you to keep track of, and the one that your customers probably want to know about the most, is the number of conversions completed on your client's website. You and your client decide what these goals are in Google Analytics, and they can be anything from buying to a free trial to sign up. The Performance Report Goals section first shows the total number of conversions completed as a line chart. You can even see how that number between different types of goals that you and your client have set. In addition, the report will find out how much each conversion conversion costs that the overall conversion rate is based on the total number of visitors to the site. This information can tell you and your client how well your advertising campaigns and calls to action (CTAs) are working, but it can also inform you about the effectiveness of your client's website. If you're not getting a large number of conversion targets, take a look at the website to see if you can identify any problems with things like landing pages or e-commerce functionality. Landing pages are the first contact points that a potential customer will experience when they go to your customer's website through an ad campaign, a social media account, or paid search results. It's important to understand how well each of your landing pages works when it comes to total traffic, conversions and bounces. A good user experience on the landing pages can lead to more conversions. The data and metrics found on this page will help you directly identify any potential landing problems on the customer's website, such as page loading times and navigational issues. If there's a specific landing page that doesn't get conversions or traffic, you can use that data as a starting point to talk to a customer about how you can set up those pages to optimize overall performance. If you also do PPC for your customers, you can create a PPC report template instead! If you want to know more about the geographic location of visitors to the site, the Geo section of the Google Analytics report is the place to do so. This section of the report gives you a better understanding of your customer's customer base so you can see if you are reaching the right people with your digital marketing efforts. To begin with, you'll get all the same metrics that you see in the All Channels section of the report, but in the context of geographic location. The Geo page lists all the countries from which customers visit the site, as well as a breakdown of individual page metrics by country. The data tells you if you're targeting the right demographic or not, so you can improve your overall campaign performance. As in other sections of the Google Analytics report template, the Device section shows specific information about web traffic because it refers to the types of devices that potential customers use to view (tablets vs. mobile vs. desktop). When analyzing this information, pay close attention to how each of the different devices works when it comes to conversions and failure rates. If these two metrics don't work for a specific type of device, but do well with other devices, you may have trouble setting up a website to display on those devices. For example, if no one converts on mobile devices, but they are converted to computers, it is likely that you need to update and improve the mobile version of the website. Integrating Google Analytics with your customers' websites is something you should strive to do on every build you complete. Not only will he be they track the success of their online business, but it will also give you the opportunity to extend your professional relationship with them by offering analytical reporting and optimization services. However, some of your customers will be completely unfamiliar with Google Analytics, and opening their dashboard without direction can leave them feeling intimidated. Fortunately, you can help solve this problem by installing a few simple, user reports when you pass on their store. Thus, even your least analytical client can get a quick snapshot of what works and what doesn't mean for their online business, without having to be a Google Analytics professional. Below are five simple Google Analytics reports that will help give your customers more information about their online businesses and take you just a few seconds to set up. Note: Before you use these reports, please follow the instructions on installing Advanced E-Commerce Reports that will allow e-commerce tracking on your customer's store. All reports have been pre-generated and can be imported into your client's Google Analytics dashboard by clicking on the report's hyperlink. Just make sure you logged into their account before you click. If you're looking for a full Google Analytics reports tutorial, check out this Google Analytics Academy course. Whether you're offering marketing, customization or web design and development services, Shopify's affiliate program will take you to success. Join for free and access revenue sharing opportunities, tools for your business development and passionate trading community. Sign up 1. Customer Acquisition Report Customer Acquisition Report offers a simple but important perspective for any online business. This report will show your customers how their customers land on the spot and which channels contribute the most revenue to their business. E-commerce data for each acquisition channel is divided into total revenue, average order cost, and conversion rate. In this way, they can determine which specific channels they need to increase (or reduce) their marketing efforts. Download Report 2. The Organic Traffic Landing Page report Most e-commerce owners will at least implement a fundamental strategy to optimize the search engine in order to increase organic traffic to their store. In an attempt to control the abuse of search engine optimization on all websites, Google does not share the organic keywords used to arrive at your site, instead you see a terrible set. You may also like it: How to use Google Analytics to improve your web design projects. Organic Traffic Landing Page Report tries to bypass this barrier by allowing you to see your most effective landing pages for traffic, which is essential for fine-tuning your customer's content marketing funnel. This report not only filters your traffic with organic landing session pages, but it will also allow you to see a snapshot of your most lucrative landing pages for Visitors. Using the landing pages in Google Analytics reports as the main measurement, you'll be able to make a manual assessment of what content or keywords can be driving your organic traffic, as well as the fact that pages can use some extra SEO love. If you want a complete picture of your client's SEO efforts, pair this report with an SEO-specific tool like SEMrush or Moz. You can also read our article about the development of highly converted web copies. Download report 3. Email Assessment Report If your customer plans to use email marketing to return traffic to their store, the email evaluation report will help them understand the role of their campaigns in sales. By understanding which campaigns result in the largest number of transactions or revenue, your client has additional data besides open and clicks on bets to optimize their marketing efforts by email. In order for the E-mail Campaign Assessment tab of this report to function properly, your customer must make sure that they are using UTM for their email marketing campaigns. Download the report, which you may also be able to do: How to choose the right A/B testing strategy for your customers. 4. Device Comparison report how people shop online is changing. In fact, it has been shown that 73% of consumers use more than one channel during their shopping trip. Mobile users behave differently than desktop users - they will arrive at your client's website through unique channels and interact with the site in unique ways. Because of this, it is important that you help set up your customers for success in the morning. The Device Comparison Report includes two views that allow your customers to better understand the differences between their mobile and desktop customers. They will understand how the behavior of users differs depending on the device, and what sources of acquisition are the driving force behind the most profitable customers based on the device. Download Report 5. The Time of Day/Day of the Week transaction report offers your customers a detailed view of the past sales week. The report helps determine which hours of the day, days of the week, and a combination of both factors lead to the highest sales. What is great about this report is that it will allow your client to isolate certain days or hours that work poorly in terms of revenue. This information gives them the opportunity to run special marketing campaigns during these periods to increase traffic as well as sales. Download the Bonus Report: Conversion Funnel Visualization Report While this is not a custom report in Google Analytics, this will probably be your client's most valuable report in their data arsenal. The conversion funnel visualization report is standard in Google Analytics and will help your customer understand their cash funnel. This will allow them to see where potential customers are landing in the checkout stream, which can be used to optimize efforts, such as setting up split tests to increase store revenue. Before you can access the conversion funnel data, you need to set up a funnel in your client's Analytics account. Here's how to do it: Once you've logged into their Google Analytics account, click the Administrator at the top of the navigation bar. Make sure you choose the right look in the right column and click on the target. Choose a new target. Name your goal (Check works) and select the destination URL as a target type. The press continues. Enter your post-cash page as your destination (usually it's your payment confirmed or thank you page). Turn on the Funnel option and enter the page extension for each box office funnel step in order. Save your goal, and vual! Start tracking the efficiency of your cash flow. Once you've set up the conversion funnel, you can access the report in the left navigation rack under → the funnel's → visualization. You can also sniff: Why every Shopify store needs marketing and funnel sales. Help your customers with their Google Analytics reports Custom Reports Google Analytics are one of the most powerful tools in analytics. Reports shared above are simple versions that will help get your customers started with e-commerce analytics. Feel free to change them as you see fit to meet the specific needs of your customers. And while you're at it, consider providing web analysis as a supplement service for web design projects. What other analytical reports do you and your clients think are useful? Let us know in the comments below. Below. google analytics reporting api example. google analytics reporting api example php. google analytics reporting api v4 example. google analytics real time reporting api example. google analytics reporting api example python. google analytics custom report example. google analytics conversions report example

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