

Guide to Google Analytics interface



The screenshot shows the Google Analytics Reporting interface for 'All Traffic' from June 15, 2014, to July 15, 2014. The interface includes a navigation sidebar on the left, a top navigation bar, a search bar, and a main content area with a line graph and a data table. The data table is filtered by 'Source / Medium' and shows metrics for Sessions, % New Sessions, New Users, Bounce Rate, Pages / Session, Avg. Session Duration, Transactions, Revenue, and Ecommerce Conversion Rate.

| Source / Medium | Acquisition | | | Behavior | | | Conversions eCommerce | | |
|----------------------|--------------|----------------|--------------|-------------|-----------------|-----------------------|-----------------------|---------------|---------------------------|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 3,220 | 67.61% | 2,177 | 54.16% | 3.43 | 00:02:12 | 202 | £0.00 | 6.27% |
| 1. google / organic | 932 (28.94%) | 70.17% | 654 (30.04%) | 54.51% | 3.07 | 00:02:03 | 41 (20.30%) | £0.00 (0.00%) | 4.40% |
| 2. (direct) / (none) | 926 (28.76%) | 80.45% | 745 (34.22%) | 67.60% | 2.97 | 00:01:59 | 81 (40.10%) | £0.00 (0.00%) | 8.75% |

Legend

Account Controls

- 1 Property list
- 2 Administrative settings
- 3 Account/view selector

Report Navigation

- 4 Report finder
- 5 Main reports: Real-Time, Audience, Acquisition, Behavior, Conversions
- 6 Report title

Data Inclusion Controls

- 7 Date selector
- 8 Advanced segments
- 9 Metric group selector
- 10 Primary dimension selector
- 11 Secondary dimension selector
- 12 Table filter
- 13 Table controls

Graph & Visualisation Controls

- 14 Metric view selector
- 15 Graph increment selector
- 16 Plot Rows
- 17 Data view selector

Sharing, Customising, Alerting

- 18 Dashboards, Realtime, Intelligence Events
- 19 Customization
- 20 Customize, Email, Export
- 21 Add to Dashboard
- 22 Shortcuts
- 23 Annotations

Help Resources

- 24 Contextual help