



Step-by-step guide to finding KPIs in Google Analytics

This step-by-step guide only highlights our top 10 suggested website analytics. Explore the various reports in Google Analytics to uncover even more valuable insights about your website traffic.

Our handy guide is designed to show you how to locate key website analytics metrics within Google Analytics. By understanding these KPIs, you can get invaluable insights into how visitors interact with your website, allowing you to tailor content strategy, optimise your navigation, and achieve your business goals.

Finding your KPIs in Google Analytics

Google Analytics offers an intuitive and comprehensive dashboard, free of charge, with a variety of reports providing in-depth analysis. Here's how to find our top 10 website analytics.



1. Log in to Google Analytics

Access your Google Analytics account and make sure you're looking at the correct website profile if you have more than one.



2. Navigate to the reporting section

Click on the "Reporting" tab in the left-hand menu.



3. Select the appropriate report

Most KPIs can be found under the Acquisition, Behaviour, and Audience sections in the Reporting menu. While the general process remains the same, here's a breakdown of where to find each specific KPI:



Click-through rate (CTR): Navigate to Acquisition > Ads > Campaigns. You'll find CTR data displayed within each campaign report.



Sessions: This core metric is displayed prominently on the Audience Overview report homepage.



New vs. returning visitors: In the Audience section, navigate to User Explorer, where you can split users by “New vs. Returning” to understand your visitor mix.



Bounce rate: Bounce rate is easily visible on the Behaviour > Site Content > All Pages report.



Average session duration and Pageviews: You can find both metrics by visiting Behaviour > Site Content > All Pages report.



Top performing pages: As above, visit Behaviour > Site Content > All Pages report where you can sort by various parameters, including “Average Time on Page” or “Entrances” to identify top performers.



Exit pages: Navigate to Behaviour > Site Exit to see which pages visitors most often leave your site.



Traffic source: Go to Acquisition > All Traffic > Source/Medium report to discover how visitors find your website.



User demographics: For all the details about your audience, including age, gender, location etc., visit the Audience section and explore the Demographics report.

Remember...

while this guide provides a general approach, some report names and locations may vary depending on your version of Google Analytics.