Analytics **Custom Report**

A **Custom Report** is a report that you create. You pick the **dimensions** (City and Browser, for example) and **metrics** (Sessions, Pageviews, and Bounce Rate, for example) and decide how they should be displayed. Custom reports helps you ignore the noise and focus on what is important to your business, the report can be emailed to you daily, weekly or monthly. What you need to know before setup your first custom report:

A **Google Analytics Account** to begin with. Not sure how to set up the account? We have the right resource for you, visit us at GoLeads.com.

What factors do you want to measure? To have **at least one dimension and one metric** that could be used to run the report.

Some metrics and dimensions **can't be paired** in a custom report.

To ensure the accuracy and precision of Custom Report data, Google recommend that each important Custom Report be **backed by a Custom Table**.

GoLeads "How To Series" will walk through creating your first Google Analytic Custom Report:

Go to
https://accounts.google.com

Log in to your Analytics Account. On the left sidebar, choose your **view**.

Analytics lets you have multiple accounts. Each account can have multiple properties and each property can have many views.
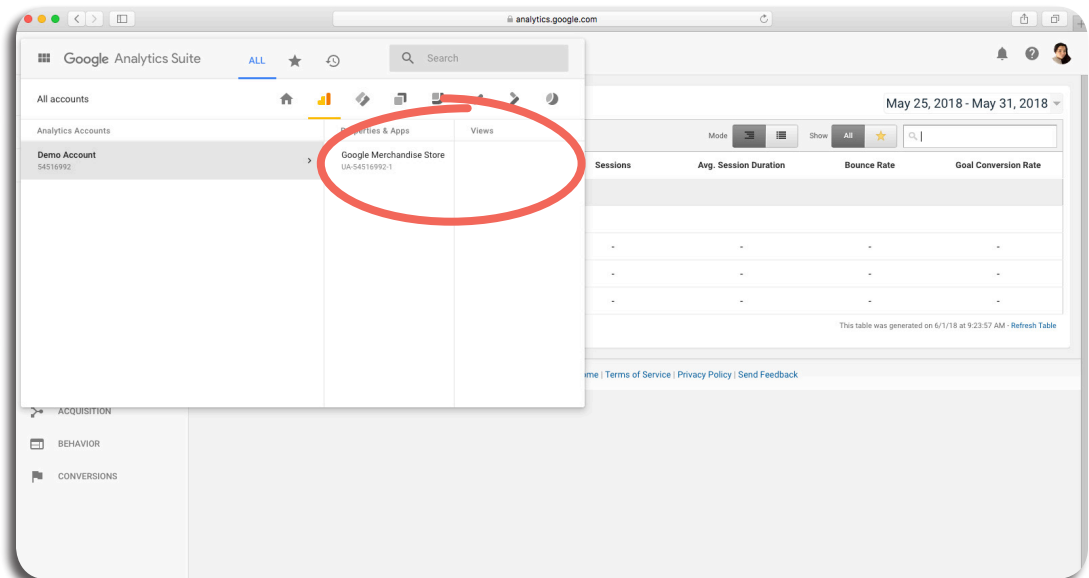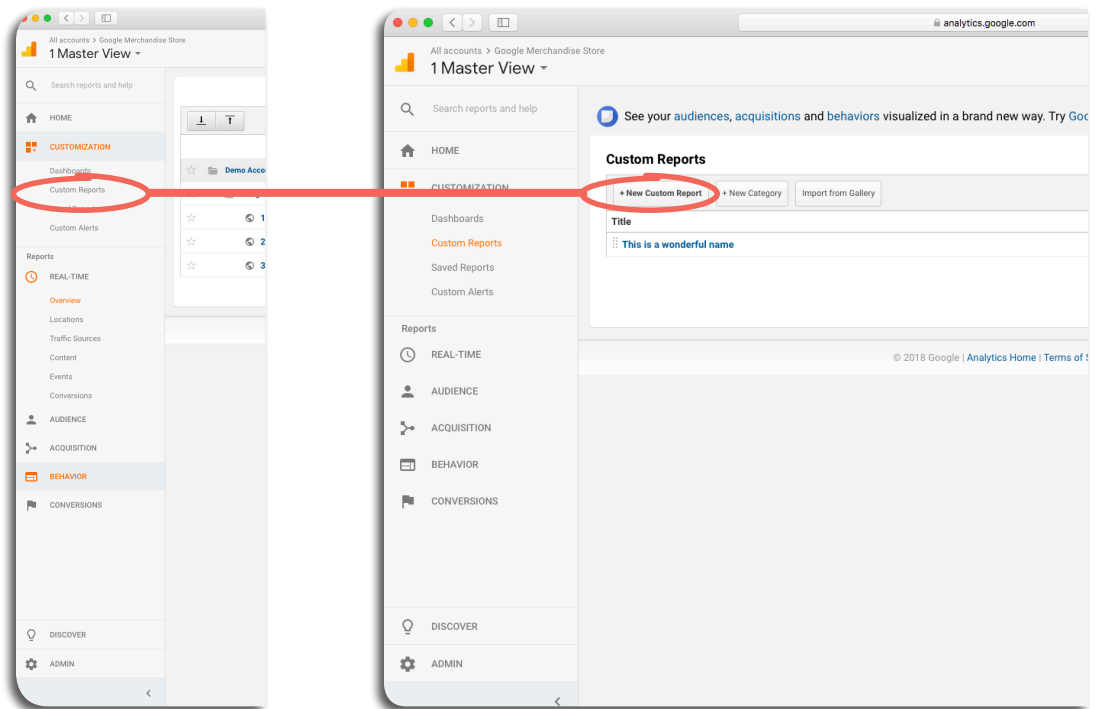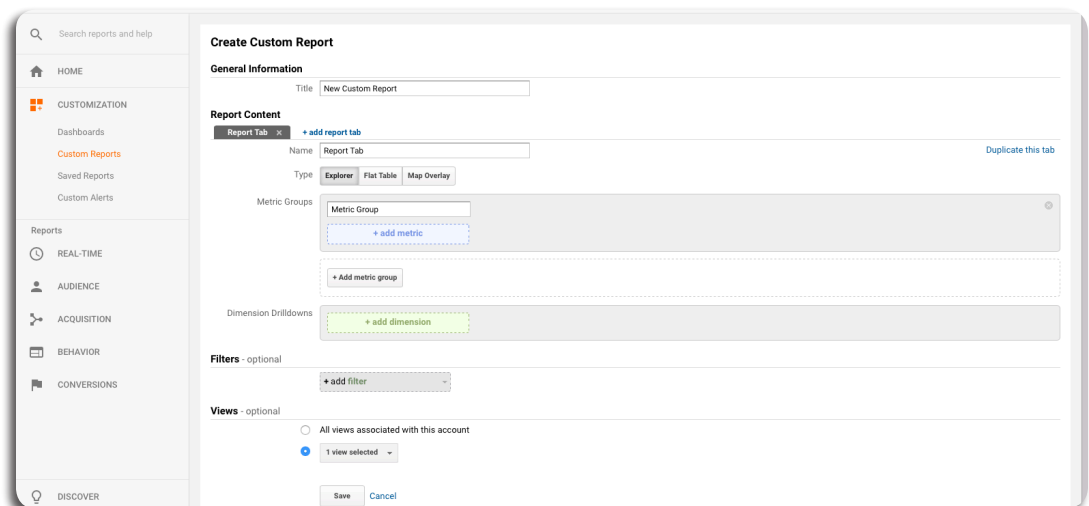
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After select your view, Google will direct you to the screen that contains your data, hovering to the left side-bar, open the category and report you want. If the left panel is collapsed, click the icon for the category you want. choose the **Customization** ▮▮ sections > **Custom Report** Select **+ New Custom Report.**

Choose a meaningful **Title**.

Every report has at least 1 tab, but you could add more than 1 by choose (**Add Report Tab**) **Name** the Report based on how you would like it to present.

Report **Type**: • **Explorer**: The standard Analytics report. Includes a line graph and a data table that includes dynamic elements like a search/sort option and secondary dimensions. • **Flat Table:** A static, sortable table that displays data in rows. • **Map Overlay:** A map of different regions and countries display in darker colors to indicate traffic and engagement volume.
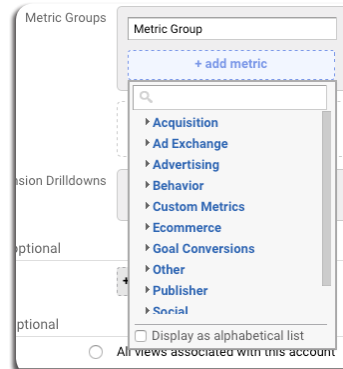

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Every report in Analytics is made up of dimensions and metrics. Define your **Dimension** and **Metrics**. The options for each report type vary because each type displays data in different ways.

Dimensions are **attributes** of your data. For example, the dimension City indicates the city, for example, "Paris" or "New York", from which a session originates. The dimension Page indicates the URL of a page that is viewed.

Metrics are **quantitative measurements.** The metric Sessions is the total number of sessions. The metric Pages/Session is the average number of pages viewed per session.
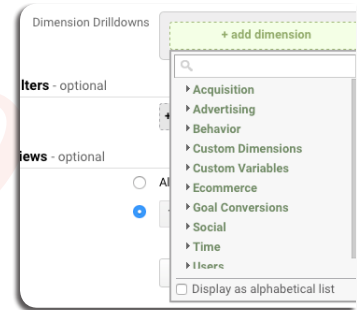
To limit the report to specific dimensions, **+ Add Filter**: This lets you restrict the data that appears in the report. With this configuration, you would only see data in your report for only some or one specific dimensions to compare performances of each, and exclude all data from other factors. This's optional.
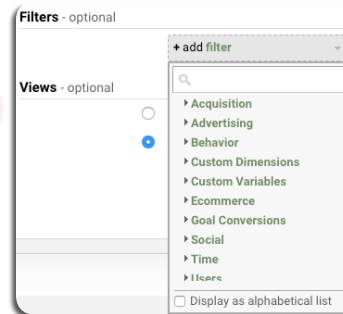
Use the dropdown menu to select specific **Views**, or select All views associated with this account to allow this report on all views you have access to.
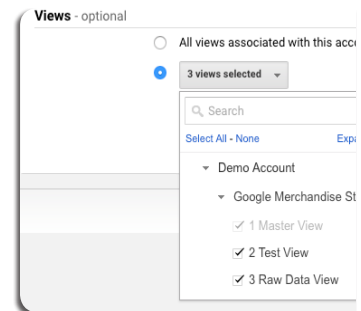
You are all set now, remember to save your report and share with us your thoughts!

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Analytics **Custom Report**

Eager to learn more...?

- https://support.google.com/analytics/answer/1033013
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