INFO-TYPERS · FREE GUIDE

what is Google Analytics for?

Google Analytics for business owners: 4 reports and done

Where people come from, what they look at, what they do and what's happening now: the 4 Analytics reports step by step, and the channel translator to decide where to put your money.

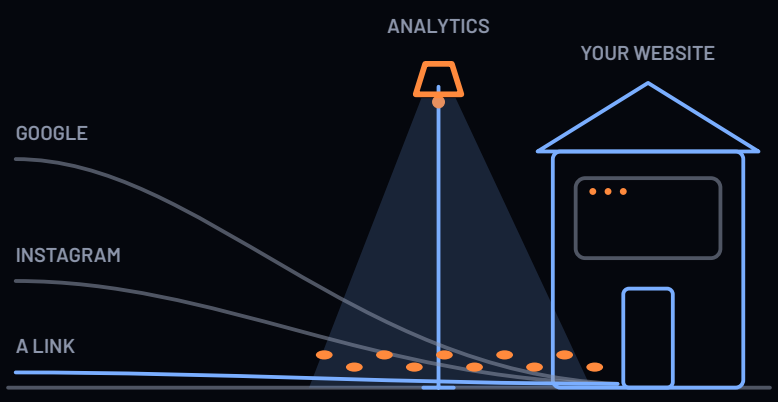
INTERACTIVE VERSION

typersagency.com/en/blog/google-analytics-4-reports

TYPERS

THE IDEA IN ONE SENTENCE

Analytics is the lantern outside your store



It lights the path, not the name

Picture your website as a store on a square at night. Analytics is a lantern over the door: it lights up the footprints of every visit, which path they took, which room they walked into and what they did. But footprints have no name: Analytics doesn't know who each person is. What it lights up tells you where to put your money.

- Where they came from: the Traffic acquisition report (step 3).
- What they looked at: the Pages and screens report (step 4).
- What they did that matters: key events, like messaging you, filling out the form or buying (step 5).
- What's happening now: the Realtime report, covering the last 30 minutes (steps 2 and 6).
- Your task: open your Traffic acquisition report and translate your top 3 paths.

The menu paths, the channel names and what Analytics does come from the official Google Analytics Help, consulted in October 2026.

What to do with each channel, the advice and the order of the steps are Typers' judgment. The phone store is an example to explain the idea, not a real case. The drawings are ours.

STEP 1 OF 7

01

What Analytics is, and what it doesn't do

It records paths and actions, not people

- Google Analytics is Google's tool that records what happens on your website: where people come from, which pages they look at and what they do. You connect it once with a tag and it starts taking notes. The standard version is free.
- What it tells you: which path each visit took (Google, a social network, an ad, an email), which pages they opened, how long each page held their attention and whether they did what matters to you: message you, fill out the form or buy.
- What it doesn't do: it doesn't tell you who each person is. According to Google, GA4 doesn't log or store IP addresses, and its policies prohibit sending it information that identifies someone: names, emails or phone numbers.
- What it can't do alone: it doesn't know what's important for your business. You mark that yourself, as a key event (step 5).
- Example: a store that sells phones sees 80 visits come from Instagram, with barely anyone getting past the homepage, and 20 from Google that go straight to the prices. Analytics doesn't give their names, but it does show which path brings people who ask about prices.

Heads up: The phone store is an example to explain the idea, not a real case. Its numbers are made up.

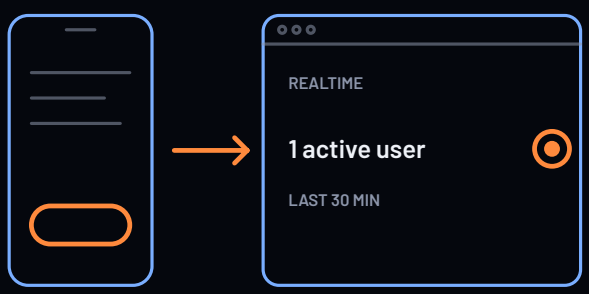
COMMON MISTAKE

Asking Analytics for the name or phone number of whoever visited your site: it doesn't have them, and it shouldn't.

STEP 2 OF 7

02

Do I already have it? Check in 1 minute with Realtime



If you show up, it's measuring

- Go to analytics.google.com with your business's Google account. If it asks you to create an account, you don't have it yet (or it's under someone else's name).
- If you see your property, open Reports › Realtime in the left menu.
- Now open your website on your phone, using mobile data, and browse a little.
- Go back to Realtime: you should show up on the active users in last 30 minutes card. If you do, Analytics is measuring.
- If you don't show up: wait a few minutes (Google says data collection can take up to 30 minutes to start the first time) and check that the Google tag, with your measurement ID starting with "G-", is installed on every page.
- If nobody knows the password: ask whoever built your website to add you as an administrator of the property. The account should be in your business's name.

Heads up: Realtime only shows the last 30 minutes. To see days or months, use the other reports.

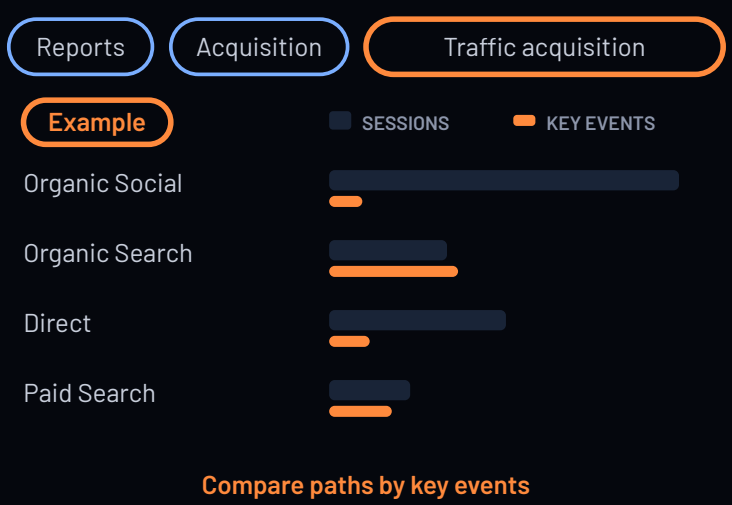
COMMON MISTAKE

Assuming you have Analytics because someone "installed it a while ago," without checking that today's visit shows up in Realtime.

STEP 3 OF 7

03

Report 1 · Traffic acquisition, step by step



Compare paths by key events

- 1. In the left menu, go to Reports.
- 2. Open Acquisition › Traffic acquisition.
- 3. At the top right, pick the date range: for example, the last 28 days.
- 4. Look at the table. Each row is a path, named by the Session default channel grouping: Organic Search, Direct, Organic Social, Paid Search and others.
- 5. Read three columns: Sessions (how many visits), Engaged sessions (the ones that stayed) and Key events (the ones that did what matters to you).
- 6. To see the detail (which network, site or campaign), change the table's dimension to Session source / medium or Session campaign.
- Your task: write down your 3 paths with the most sessions and how many key events each one brings. Then translate them with the tool below.

Heads up: Links you send on WhatsApp don't have their own channel. To see them by name, tag them with UTMs (step 7).

COMMON MISTAKE

Looking only at the sessions column: the path that brings the most people isn't always the one that brings the most key events.

Which channel do you see in your report?

Reports › Acquisition › Traffic acquisition. Find the name of each row.

Organic Search

What it is: People who found you on a search engine without you paying for the click.

What to do: Check Pages and screens to see which pages they land on. Take care of those pages: a clear title, fast loading and a button to contact you.

Direct

What it is: Visits with no source data: Analytics couldn't tell where they came from.

What to do: Don't read it as “people who already know me.” Tag the links you share (on WhatsApp, in emails or on a QR code) with UTMs so they stop landing here.

Organic Social

What it is: People who came from a social network without an ad: a post, your profile or a link.

What to do: Compare how many arrive with how many key events they make. If they don't get past the homepage, send them to the page that answers what the post promised.

Paid Social

What it is: People who came from an ad on a social network.

What to do: Compare its key events with what you pay on that network. If you run social ads and don't see this channel, their links are missing the UTM tag.

Paid Search

What it is: People who clicked an ad on a search engine.

What to do: Compare its key events with what you pay in Google Ads. If it brings visits with no key events, review the keywords and the page they land on.

Display

What it is: People who came from a graphic ad (a banner) on other sites or apps.

What to do: Judge it by key events, not visits: a banner can bring lots of visits that do nothing.

Cross-network

What it is: People who came from a Google Ads campaign that runs on several networks at once.

What to do: Treat it as one paid channel: its key events here, and the breakdown by network in Google Ads.

Organic Video

What it is: People who came from a video site, without an ad.

What to do: If it brings key events, put your link in every video description and in the pinned comment.

Paid Video

What it is: People who came from a video ad.

What to do: Judge it by key events and by how many new users it brings, not just by video views.

Referral

What it is: People who came by clicking a link on another website.

What to do: Change the dimension to Session source / medium to see which site it is. If a referral brings key events, look after that relationship.

The other channels

Email

What it is: People who came from an email.

What to do: Tag each send with UTMs (utm_medium=email and a different utm_campaign) to learn which email brought key events.

SMS

What it is: People who came from a text message.

What to do: Tag each send with its own utm_campaign to compare which one brings key events.

Mobile Push Notifications

What it is: People who came by tapping a notification on their phone.

What to do: See which notifications bring key events and send fewer of the ones that bring nothing.

Organic Shopping

What it is: People who came from a shopping site, without an ad.

What to do: If you sell products, keep your listings up to date with price and photo: it's a storefront with no paid click.

Paid Shopping

What it is: People who clicked a product ad.

What to do: Compare its purchases (the purchase event marked as key) with what you pay.

Affiliates

What it is: People who came through an affiliate: someone who recommends you for a commission.

What to do: See which affiliate brings key events and pay for those results, not for visits.

Audio

What it is: People who came from an audio ad.

What to do: Tag each ad with its own utm_campaign to learn which one brings key events.

Paid Other

What it is: People who came from a paid ad that doesn't fit the other paid channels.

What to do: Check the utm_source tag: if the ad is from a social network or a search engine, write its name so it lands in its own channel.

AI Assistant

What it is: People who came from a link in an AI assistant's answer.

What to do: See which pages they land on and make sure those pages answer clearly, with a next step: contact you, ask for a quote or buy.

Unassigned

What it is: Visits that don't fit any channel rule.

What to do: Review your links' UTM tags: always use utm_source, utm_medium and utm_campaign, and a medium Analytics recognizes (cpc, email, social, referral).

Do it online: typersagency.com/en/blog/google-analytics-4-reports#traductor

YOUR 3 PATHS

Write down your 3 paths with the most sessions

Look at the last 28 days. “Lots” or “few” means compared with the other channels in the same report.

CHANNEL (AS SHOWN IN YOUR REPORT)	SESSIONS	KEY EVENTS	WHAT DO I DO?

WHAT TO DO BASED ON WHAT YOU SEE (TYPERS' JUDGMENT)

Paid, lots of sessions and few key events

You're paying for visits that don't do what matters to you. Before you raise the budget, open Pages and screens (step 4): see which page they land on and whether it answers what the ad promised.

Paid, few sessions with key events

Few people, but the ones who come take action. It's a candidate for more budget, little by little, checking every week that the key events hold up.

No paid click, lots of sessions and few key events

People arrive without you paying for the click, but they don't act. Improve the page they land on: say quickly what you sell, the price or how to order, and add a button to contact you.

No paid click, few sessions with key events

Few people, but very good ones. Give it more of what brings them: more posts, more useful content or more links to that same page.

No key events yet

Without key events you only see visits, not results. First mark what matters to you (step 5): the WhatsApp click, the form or the purchase. Then come back to this channel.

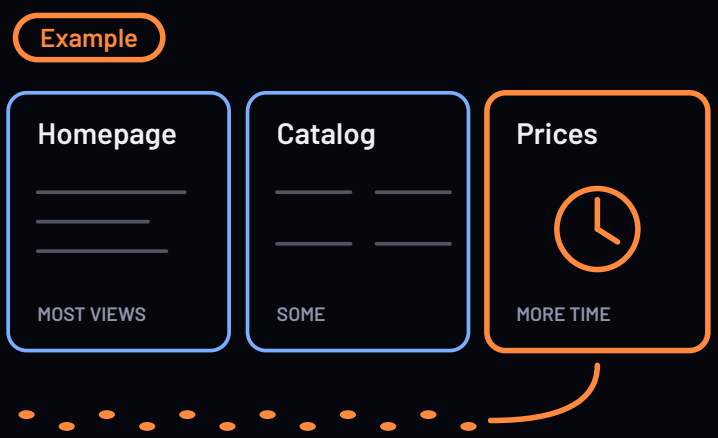
Unassigned

Before deciding anything with this channel, fix the tags: what lands in Unassigned doesn't tell you where people came from.

STEP 4 OF 7

04

Report 2 · Pages and screens



See which pages your contacts actually use

- Where it is: Reports › Engagement › Pages and screens.
- Each row is a page on your site (or a screen in your app). Read Views, Active users and Average engagement time: the time the page was in the foreground, not the time it sat open.
- Look for two things: the most viewed pages and the ones with key events. If your prices or catalog get few views, they may be hidden.
- To see which page each visit entered on, open Engagement › Landing page. It's the door to your store for each path.
- Example: at the phone store, the homepage has lots of views and little time; the prices page has fewer views, but more time and most of the WhatsApp clicks.

Heads up: You can add a secondary dimension with the "+" button on the table to cross each page with its channel.

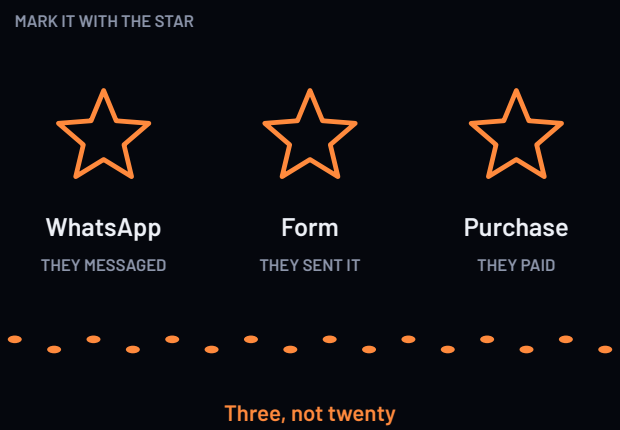
COMMON MISTAKE

Redesigning the homepage without first checking which pages the people who contact you actually use.

STEP 5 OF 7

05

Report 3 · Key events: which to mark and how



- What it is: a key event is an action that's important for your business. Since March 2024, Google calls “key events” what Analytics used to call “conversions”; the word “conversion” stayed with Google Ads.
- Which to mark first (Typers' judgment): the WhatsApp click, the form submission and the purchase. Three, not twenty.
- How to mark it: Admin › Data display › Events. On the Recent events tab, click the star next to the event. Done: from then on it counts as a key event.
- The form: if submitting it takes the person to a thank-you page, create an event without code: + Create event › Create without code, choose page_view, paste that page's address and turn on Mark as key event.
- The WhatsApp click: enhanced measurement records every click on a link leaving your site as a click event (with the address in link_url), mixed in with all other outbound clicks. Ask whoever manages your site for a dedicated event for that button (for example, whatsapp_click) and mark it with the star.
- The purchase: if you sell online, your store should send the purchase event, the one Google recommends for sales. Mark it as key.
- To see the results, go back to Traffic acquisition: the Key events column tells you which path brings people who act.

Heads up: A new event doesn't appear in Recent events until Analytics processes it. Test it with Realtime (step 6).

> COMMON MISTAKE
>
> *Marking any click or every page visit as key: if everything is key, nothing is.*

STEP 6 OF 7

06

Report 4 · Realtime: prove everything is measuring

Last 30 min

YOUR TEST

- page_view
- whatsapp_click
- form_submit
- purchase

If it doesn’t show, it isn’t measuring

- Where it is: Reports › Realtime. It shows what happened in the last 30 minutes.
- The test: open your site on your phone, tap the WhatsApp button, fill out the test form and, if you sell online, make a test purchase.
- Go back to Realtime and find two cards: Event count by event name and Key events by event name. What you just did should appear there.
- Also check the source or medium card: if you came in through a link tagged with UTMs, it should show the name you gave it.
- If something doesn't appear, it isn't measuring: fix it before you spend on ads.

Heads up: Run this test every time you change your site, the WhatsApp button or the form.

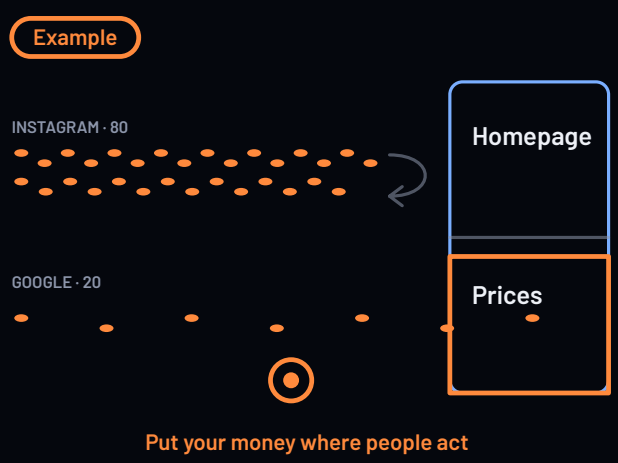
COMMON MISTAKE

Launching a campaign without first testing that the WhatsApp click and the form show up in Realtime.

STEP 7 OF 7

07

What to decide with what you see: where to put your money



- Compare paths by key events, not visits. The one that brings fewer people but more key events can be worth more.
- Lots of visits and few key events: before you pull money, see which page they land on (Landing page). Sometimes the problem is the door, not the path.
- Few visits and lots of key events: it's a candidate for more budget or more content, little by little, checking every week.
- Tag what you share: add utm_source, utm_medium and utm_campaign to the links in your social ads, emails and WhatsApp messages. Google has a URL builder to do it without code.
- Always look at the same range: compare 28 days with the previous 28. A single day misleads.
- Example: the phone store doesn't pull its money from Instagram right away. First it sends those visits to the prices page and measures for a month; then it decides.

Heads up: By default, Analytics keeps 2 months of detailed data for explorations (you can raise it to 14 in Admin › Data collection and modification › Data retention). The standard reports in this guide aren't affected.

COMMON MISTAKE

Pulling money from a channel because of its visits, without looking at its key events or the page it lands on.

LEARN MORE

Want someone to go through it with you?

In the free diagnosis we go through your Analytics with you: whether it's measuring, which key events you're missing and which paths bring people who act. Then we send you a tailored proposal.

Get your free diagnosis. Tell us what you sell and where you advertise today.

Is your website slow?

If people arrive and leave, check the speed too with our guide How to read PageSpeed Insights.

How we do it at Typers

At Typers we install and review Analytics on every website we build: we mark the key events (WhatsApp, form and purchase), tag campaign links and test everything in Realtime before running ads. See how we measure on Web and apps.

FAQ

Quick answers

What is Google Analytics for?

It shows you where people come to your site from, what they look at and what they do: whether they message you, fill out the form or buy. That tells you which path to put your money on. What it doesn't do is tell you who each person is.

Is Google Analytics free?

The standard version is free. Google also offers Analytics 360, for large companies, under contract.

How do I know if my site already has Analytics?

Open Reports › Realtime in Analytics, visit your site on your phone and see whether you show up among the active users in the last 30 minutes. If you do, it's measuring.

Where do I see where my visits come from?

In Reports › Acquisition › Traffic acquisition. Each row is a channel, like Organic Search, Direct or Organic Social. For the detail, change the dimension to Session source / medium.

What is Direct traffic?

Visits with no source data. According to Google, that includes people who type your address, plus links without UTM tags, shortened links and links from a PDF. It isn't just “people who already know you.”

What happened to conversions in Google Analytics?

Since March 2024 they're called key events. The word conversion stayed with Google Ads. You mark them in Admin › Data display › Events, with the star.

Does Google Analytics know who visited my site?

No. According to Google, GA4 doesn't log or store IP addresses, and its policies prohibit sending it names, emails or phone numbers. It tells you where each visit came from and what it did, not who it was.

GLOSSARY

The words you'll see

Google Analytics (GA4): Google's tool that records where people come to your site from and what they do. GA4 is the current version.

Property: Your site's or app's space in Analytics, where its reports live.

Google tag and measurement ID: The code placed on your site so Analytics can take notes. The ID starts with "G-".

Session: A visit: the stretch of time a person uses your site.

Engaged session: A visit that stayed a while, saw more than one page or made a key event.

Channel: The path the visit took: Organic Search, Direct, Referral and the others in the default channel group.

Source and medium: The detail behind a channel: the source is who sent the visit (google, instagram) and the medium is how (organic, cpc, email).

UTM tags: What's added to the end of a link (utm_source, utm_medium, utm_campaign) so Analytics knows where it came from.

Event: Something that happens on your site: viewing a page, clicking, submitting a form.

Key event: An event you mark as important for your business. It used to be called a conversion.

Engagement time: The time your page was in the foreground on the person's screen.

Landing page: The first page the person saw on their visit.

Enhanced measurement: Events Analytics records on its own once it's on: outbound clicks, forms, scrolling, downloads and videos.

What this guide doesn't promise

- That Analytics will tell you who each person is: it doesn't, and it shouldn't.
- That menu names won't change: Google moves them from time to time. These are the ones in its Help as of October 2026.
- That every visit lands in the right channel: that depends on how your links are tagged.
- That the translator decides for you: it helps you read your report. A diagnosis looks at your whole business.
- Legal advice: we quote what Google says about privacy. If you have questions about personal data, talk to a lawyer.

SOURCES

Where each fact comes from

Everything that isn't Typers' judgment comes from these sources, consulted in October 2026:

Google Analytics Help · [GA4] Traffic acquisition report
https://support.google.com/analytics/answer/12923437?hl=en

Google Analytics Help · Default channel group
https://support.google.com/analytics/answer/9756891?hl=en

Google Analytics Help · [GA4] Pages and screens report
https://support.google.com/analytics/answer/12926732?hl=en

Google Analytics Help · Realtime report (last 30 minutes)
https://support.google.com/analytics/answer/9271392?hl=en

Google Analytics Help · Key events vs. conversions
https://support.google.com/analytics/answer/13965727?hl=en

Google · Evolving Google Analytics, Mar 21, 2024: key events replace conversions
https://blog.google/products/marketingplatform/analytics/evolving-google-analytics-for-more-insightful-measurement/

Google Analytics Help · Create or modify key events
https://support.google.com/analytics/answer/12844695?hl=en

Google Analytics Help · Enhanced measurement events
https://support.google.com/analytics/answer/9216061?hl=en

Google Analytics for developers · Recommended events (purchase)
https://developers.google.com/analytics/devguides/collection/ga4/reference/events?hl=en

Google Analytics Help · Set up Google Analytics for a website
https://support.google.com/analytics/answer/9304153?hl=en

Google Analytics Help · IP masking: GA4 doesn't log or store IP addresses
https://support.google.com/analytics/answer/2763052?hl=en

Google Analytics Help · Best practices to avoid sending personally identifiable information
https://support.google.com/analytics/answer/6366371?hl=en

Google Analytics Help · Data retention
https://support.google.com/analytics/answer/7667196?hl=en

Google Analytics Help · Get started with explorations (2 months of data by default)
https://support.google.com/analytics/answer/9327811?hl=en

Google Analytics Help · About (direct)/(none) traffic
https://support.google.com/analytics/answer/15258820?hl=en

Google Analytics Help · URL builders: campaign data with custom URLs (UTM)
https://support.google.com/analytics/answer/10917952?hl=en

Google Marketing Platform · Google Analytics: free tools
https://marketingplatform.google.com/about/analytics/

What to do with each channel, the advice, the order of the steps and the common mistakes are Typers' judgment. The phone store is an example.

TRANSLATED YOUR 3 PATHS?

We go through your Analytics with you and tell you what to measure. Get your free diagnosis.

GET YOUR FREE DIAGNOSIS

More guides at typersagency.com/en/blog. Follow Info-Typers to learn more.