GA4: Must Know Concepts

Core Metrics Foundation

User vs session vs event

Understanding the fundamental building blocks of analytics measurement

Engaged sessions

Sessions that meet quality thresholds for meaningful interaction

Engagement rate

The percentage of sessions that qualify as engaged

Key events (conversions)

Critical user actions that drive business outcomes

Reports

🔍 Try searching "users from USA last week"

Reports snapshot

Realtime overview

Realtime pages

Life cycle ⌄

▾ **Acquisition**

    Overview

    User acquisition

    Traffic acquisition

    Non Google campaign

    User acquisition cohorts

    Lead acquisition

▾ **Engagement**

    Overview

    Events
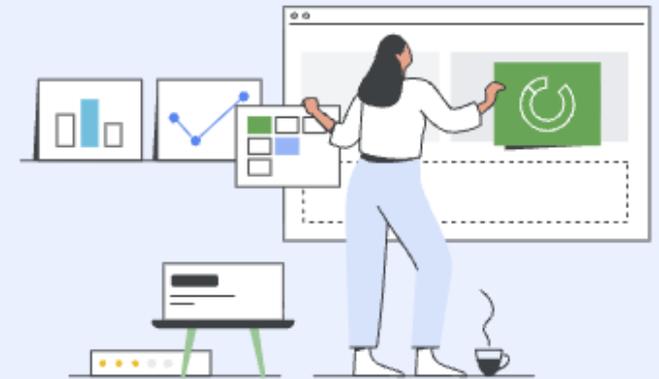
    Pages and screens

    Landing page

▸ **Monetization**

📁 **Library**

Reports snapshot

The reports snapshot helps you monitor the performance metrics of your choice.
To get started, choose one of these templates.

Create your reports snapshot

Choose a template that shows the performance metrics you want to see

User behavior

Get an overview of your website and app's top screens, user counts, and engagement metrics at a glance

Choose this template

Sales and revenue

Identify top-performing products and what drives the most revenue
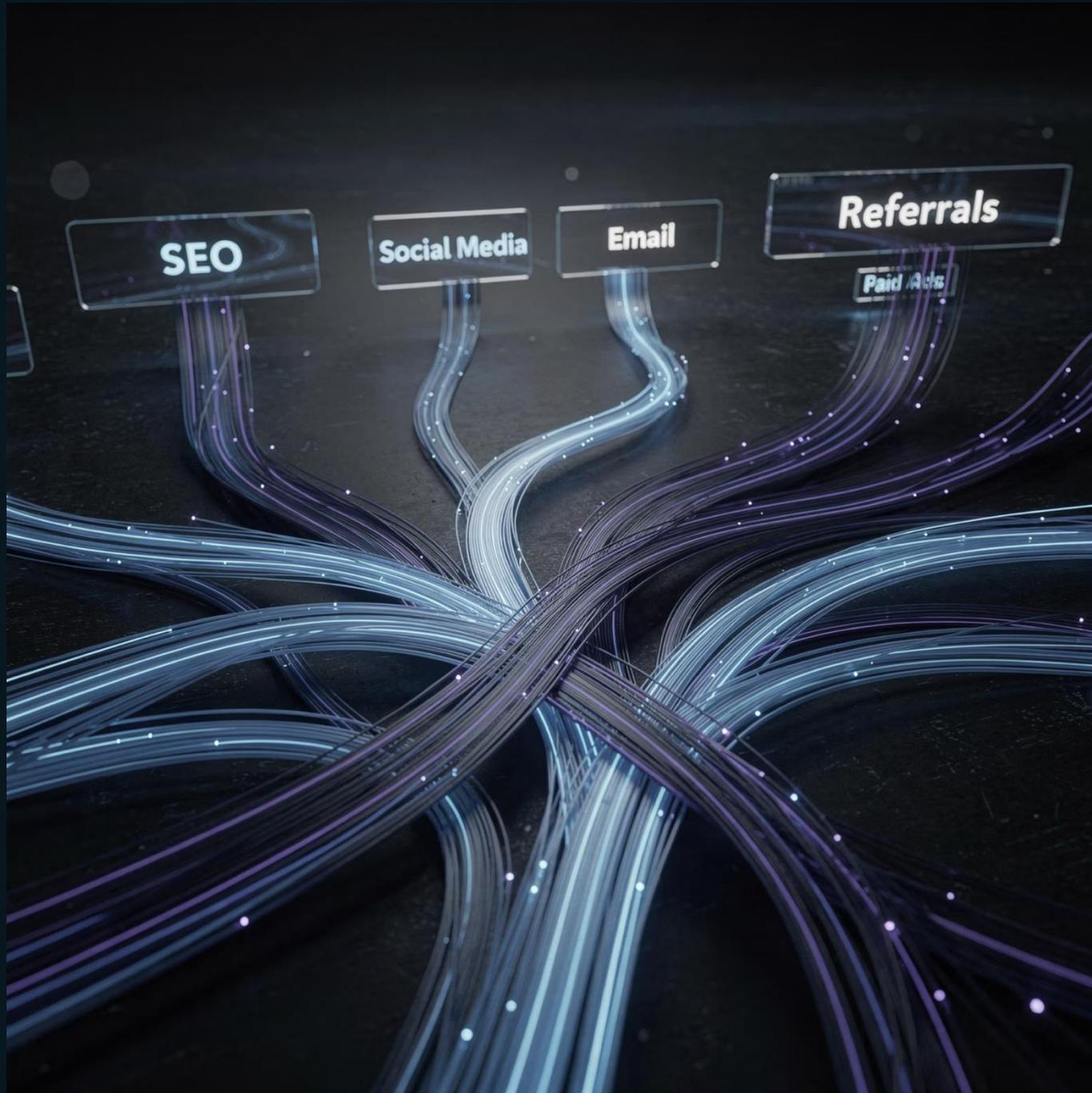
Choose this template

Marketing performance

Measure marketing channel performance and attribute conversions
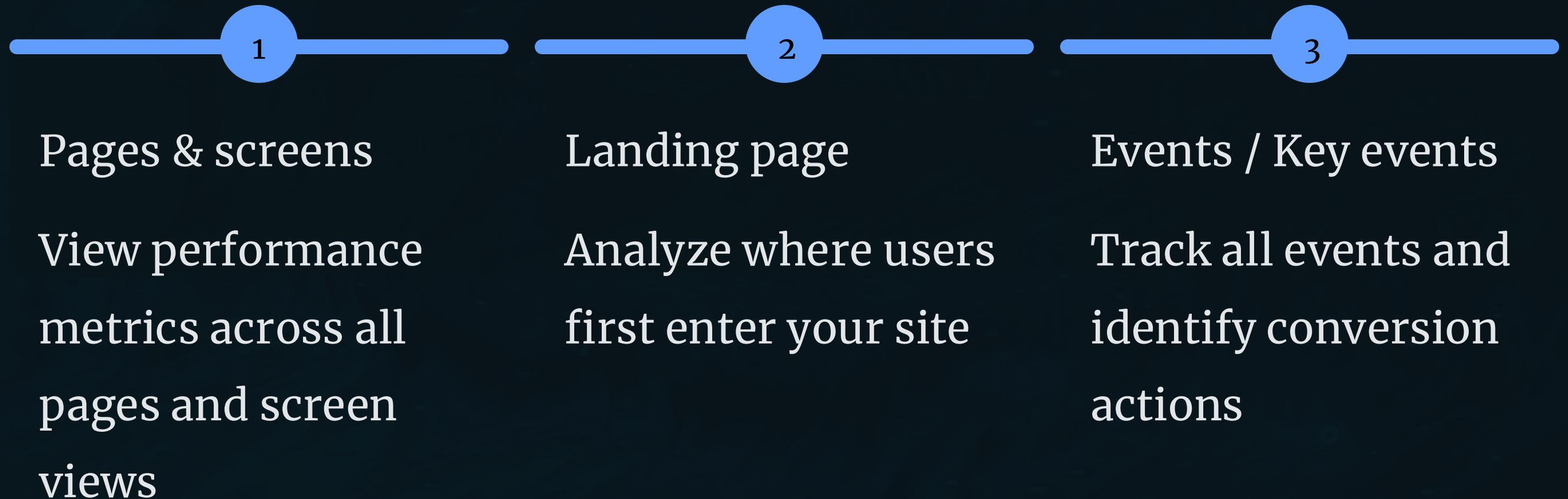
Choose this template

Reports → Acquisition

Traffic acquisition
    Default channel group

User acquisition
    First user source/medium

Reports → Engagement

1

Pages & screens

View performance metrics across all pages and screen views

2

Landing page

Analyze where users first enter your site

3

Events / Key events

Track all events and identify conversion actions

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Life cycle ▲

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Overview
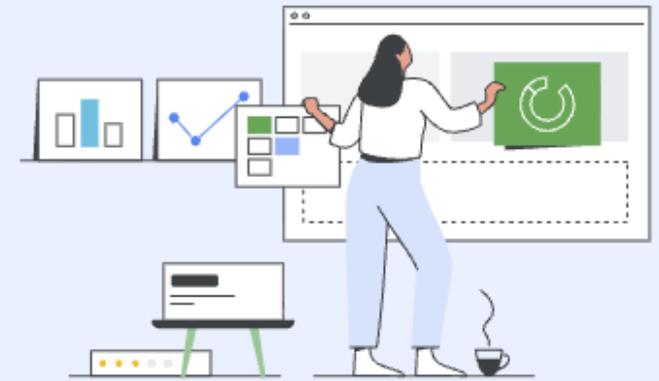
Events

Pages and screens

Landing page

▶ Monetization

📁 Library

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Pages and screens: Page path and screen class ⊘ ▾ ⊕

Last 28 days   Nov 10 - Dec 7, 2025 ▾
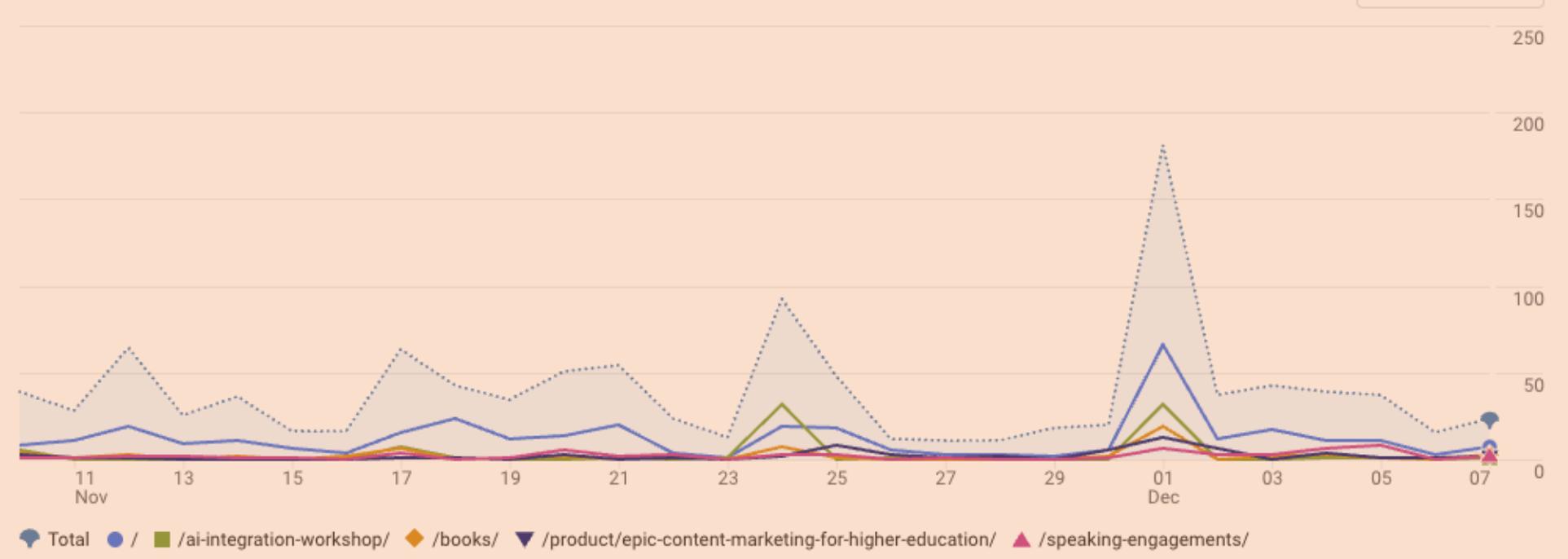
| Plot rows | 🔍 Search… | | | | | Rows per page: | 10 ▾ | Go to: | 1 | ‹ 1-10 of 90 › |

	Page path and screen class ▾ ⊕	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾	Key events All events ▾	Total revenue
	Total	**1,094** 100% of total	**749** 100% of total	**1.46** Avg 0%	**20s** Avg 0%	**3,833** 100% of total	**23.00** 100% of total	**$0.00** 100% of total
☐ 1	/	340 (31.08%)	269 (35.91%)	1.26	18s	1,198 (31.25%)	0.00 (0%)	$0.00 (—)
☐ 2	/ai-integration-workshop/	85 (7.77%)	80 (10.68%)	1.06	9s	295 (7.7%)	0.00 (0%)	$0.00 (—)
☐ 3	/books/	60 (5.48%)	52 (6.94%)	1.15	11s	195 (5.09%)	0.00 (0%)	$0.00 (—)
☐ 4	/product/epic-content-marketing-for-higher-education/	59 (5.39%)	50 (6.68%)	1.18	20s	215 (5.61%)	0.00 (0%)	$0.00 (—)
☐ 5	/speaking-engagements/	59 (5.39%)	44 (5.87%)	1.34	43s	171 (4.46%)	0.00 (0%)	$0.00 (—)
☐ 6	/blog/	38 (3.47%)	32 (4.27%)	1.19	53s	110 (2.87%)	0.00 (0%)	$0.00 (—)
☐ 7	/discoverability-workshop/	35 (3.2%)	32 (4.27%)	1.09	10s	118 (3.08%)	0.00 (0%)	$0.00 (—)
☐ 8	/content-optimization-process/	31 (2.83%)	31 (4.14%)	1.00	6s	96 (2.5%)	0.00 (0%)	$0.00 (—)
☐ 9	/ai-visibility-prompt/	26 (2.38%)	20 (2.67%)	1.30	15s	85 (2.22%)	0.00 (0%)	$0.00 (—)
☐ 10	/ai-beacon-network/	19 (1.74%)	15 (2%)	1.27	22s	79 (2.06%)	3.00 (13.04%)	$0.00 (—)

Explore (hands-on)

01

Funnel exploration

Landing page → program page → apply/inquire CTA → form submit (or chatbot)

02

Path exploration

top entry pages by country → where users drop

03

Segment overlap

"US prospects" ∩ "program page viewers" ∩ "conversion"

What to implement

Site search

GSC integration

AI report

Segments to build

By country

US, Turkey, Algeria, Pakistan, Germany, India, Tunisia, UK, Mexico, France (and "Other").

By language

English vs Italian (and any major variants).

By device mobile vs desktop.

By audience type proxy (behavioral)

high intent (visited admissions/cost/visa pages) vs explorers.

Data checks (health + trust)

- Data stream coverage for each subdomain (international site, stories, outbound site).

- Internal traffic filters + cross-domain measurement

- Key event definitions are they aligned to real funnel progress?