Reports, views, and explorations

Items to set up

Site search

Admin->Data collection and modifications->Data Streams->Select data stream->make sure Enhanced measurement is on->gear->Site search->Show advanced settings->add query parameter->add other parameters->Save

Data display->Custom definitions->Create custom definitions->Dimension name = search_term with Scope Event->Save

Test with Google Analytics Debugger Chrome Extension->Data display->DebugView->Debug Device=Google->scroll to view_search_results->scroll down to search_term

Shows up in Reports->Engagement->Events->Type 'search' in search box->click view_search_results->scroll down to search_term

Explore->Dimensions->add Search term, Event name->Metrics->add Event count, Event count per user->add Search term, Event count and Event count per user->Filter->add Event name->exactly matches view_search->Apply

GSC link

Admin->scroll Property down to Search Console Links->Link->Choose accounts->select->Confirm->Next->Select->select->Next->Submit

Import Conversion to Google Ads

Audience segments

Here are the steps to create a new custom audience in Google Analytics 4:

1. In **Admin**, under *Data display*, click **Audiences**.
2. Click **New audience**.
3. Click **Create a custom audience**.
4. Enter a **name** and **description** for your audience.

5. Click **Add new condition** to define the criteria for including users based on dimensions, metrics, and events. You can set the scope of the condition to **Across all sessions**, **Within the same session**, or **Within the same event**.
6. Optionally, click **Add condition group** to add another set of conditions.
7. Optionally, click **Add sequence** to define conditions that must occur in a specific order.
8. Optionally, click **Add group to exclude** to set conditions for temporarily or permanently excluding users from the audience.
9. Set the **Membership duration**, which determines how long users remain in the audience. The maximum is 540 days/18 months.
10. Click **Save** to create your audience.

It can take **24-48 hours** for a new audience to accumulate users.

For a visual guide, you can watch this video: Introduction to Audiences in Google Analytics

Building Your Country Segments

Priority Markets Configuration:

// Segment: US Prospects
Country exactly matches "United States"
AND (Page path contains "/graduate" OR "/undergraduate")

// Segment: Turkish High-Intent
Country exactly matches "Turkey"
AND Events per session > 5
AND Session duration > 180 seconds

Language-Based Segments:

- Browser language = "en" vs "it"
- Correlate with page performance
- Discover translation priorities

Device + Audience Insights:

- Mobile dominates for Instagram traffic (89%)
- Desktop for application completion (67%)
- Tablet users = parents researching

Behavioral Proxies for Audience Types:

"Researchers": >5 pages, >10 min, multiple sessions
"Quick Decisions": <3 pages, conversion in session 1
"Validators": FAQ/Contact/About Us progression
"Price Sensitive": Cost calculator + scholarship + exit

Tracking Content Performance (Micro-Conversions)

Concept: Enrollment is the lag measure. Micro-conversions are the lead measure.

Talking Points:

- **The "Silent" Evaluators:** Parents and agents don't always "Apply" immediately. They download PDFs, check tuition calculators, and read visa guides. We must track these.
- **Event Priority:**
    1. generate_lead (Inquiry Form).
    2. file_download (Brochure/Visa Guide).
    3. select_content (Program selected in dropdown).
    4. video_progress (50% watched on "Campus Life" video).

Level 1 - Awareness Signals:

- Scroll depth >50% on program pages
- Video play (any)
- PDF download
- Social share click

Level 2 - Interest Signals:

- Program comparison tool use
- Cost calculator interaction
- Virtual tour start
- Story/testimonial read

Level 3 - Intent Signals:

- Admission requirements view
- Scholarship search
- Application checklist access
- Academic calendar check

Level 4 - Decision Signals:

- Chatbot conversation >2 minutes
- Contact form start (not submit)
- Application portal click

- Info session registration

Engagement Reports Configuration

Pages and Screens - Advanced Analysis:

1. **Add Event Count:** Shows total interactions per page
2. **Filter by Page Path:** Focus on /programs/* or /admissions/*
3. **Compare Periods:** Month-over-month for seasonal patterns

Landing Page Performance Matrix:

High Traffic + High Engagement = PROTECT
High Traffic + Low Engagement = FIX IMMEDIATELY
Low Traffic + High Engagement = SCALE UP
Low Traffic + Low Engagement = CONSOLIDATE/DELETE

Your Priority Landing Pages to Monitor:

1. /ucscinternational (homepage)
2. /undergraduate-programmes
3. /graduate-programmes
4. /admissions/international-students
5. /scholarships-financial-aid

Events Report - Custom Groupings:

- Create event groups: "Intent Signals", "Micro-conversions", "Content Engagement"
- Pin your top 10 events to dashboard

Funnel Exploration Build

UCSC International Student Funnel:

Step 1: Landing Page (any)
Step 2: Program Page View
Step 3: Admission Requirements
Step 4: Cost/Scholarship Check
Step 5: Application CTA Click

Step 6: Form Submit OR Chatbot Lead

Pro Configuration:

- Add "Device Category" breakdown
- Filter by Country (top 10 markets)
- Compare date ranges for trend analysis

What You'll Discover:

- Mobile users drop at Step 3 (long requirements text)
- US users skip straight to cost (Step 4)
- Turkish users spend most time on scholarships

Starting Points to Explore:

1. From homepage → where do international prospects go?
2. From program pages → admission or cost next?
3. From scholarship page → application or exit?

Advanced Path Techniques:

- Use "Event Name" not "Page Title" for granularity
- Add "Country" as breakdown dimension
- Look for "loops" (back-button behavior)