

Tracking Your Metrics

Worksheet

Use these actionable questions to ask when you need to figure out which Metrics to track and the GA4 report to use and what you need to know from that report.

Which report(s) do I need to use to learn more about traffic? What do I need to know about traffic/conversions to increase my traffic?

What report(s) needs to be run to see my content sessions? What can I look at to help me see which content is performing best? Is my content attracting more users?

Which report can I use to see what pages users are visiting? Do my users find what they are looking for?

What report will tell me how I can optimize my content?

What report tells me what is making my website visitors leave earlier?

How do I know if I am offering a good user experience on my webpage? What report metrics do I need to look at?

What are your top events? What report will tell me what event is triggered the most?

Which report shows how my products are converting? How can I optimize my conversion rate?

Which traffic sources have top performance for your business? Which report tells me where my traffic is coming from?

How valuable are my users based on lifetime performance? Which report tells me who are my return users?

How will I know which campaigns are working? What report do I need to track? Are my campaigns generating enough clicks?
