REPORT TYPE	QUESTION YOU WANT TO ANSWER	REPORT/PATH TO VIEW	ANALYSIS SUGGESTIONS
AUDIENCE REPORTS Use these reports to understand who your audience members are, what their content interests are, and how they are interacting with the content you publish.	*Are visitors using mobile devices to access our site?*	**Mobile Overview** *(Audience >> Mobile >> Overview)*	Click on the Percentage View button to get a visualization of how the data in your query compares to other options in its category.
	Are mobile visitors less engaged than visitors on other platforms?	**Mobile Overview — Comparison View** *(Audience >> Mobile >> Overview — click "comparison view" in the options bar)*	Select your preferred engagement indicator, such as bounce rate, pages per session, or average session duration, and look for anomalies in the data. For example, if your bounce rates are significantly higher among your mobile users, it could indicate the need to optimize your mobile experience to increase engagement.
	What is the most common path visitors take through our site?	**User Flow Report** *(Audience >> User Flow)*	Click on one of the top pages of your site and you will get the option to **Explore** traffic through the page (which removes traffic data for all other pages), or **Highlight** traffic through the page (which displays the traffic for that page, while still showing other pages). From here, you should clearly see the top path visitors take, and can determine whether or not it aligns with the navigation path you intend for them to follow. Any "wrong turns" along the way could indicate a need to make it easier for visitors to navigate to the content they want most. ***Note:*** *Find more details on how to* analyze this report.
ACQUISITION REPORTS These reports provide insights on how your content is getting discovered, and where your traffic is coming from.	*Which of our social channels is driving the most traffic to our site content?*	**Channel Report** *(Acquisition >> All Traffic >> Channels)*	Click on "social" in the list of channel groupings to see a breakdown of your site traffic by platform. You can also click on Percentage View to view the data in pie chart format, for easier comparison.
	Which social network drives the best traffic to our site?	**Channel Report (filtered)** *(Acquisition >> All Traffic >> Channels — filtered by goal)*	"Best" channels are those that convert visitors at a higher rate. So you will need to view the data relative to the specific conversion goals you want to measure performance against.
	Which keyword phrases are we ranking for?	**Queries Report** *(Acquisition >> Search Console>> Queries)*	This report provides a quick view of your ranking for the top keywords in your industry, which can help you identify how successful your content is at being discovered by your target audience. ***Note:*** *You will first need to connect your Google Analytics account to Google Search Console. Follow these* step-by-step instructions.
BEHAVIOR REPORTS These reports help you evaluate the actions of your site visitors, uncover ways to improve their user experience, and optimize the engagement potential of your content.	*What information are visitors looking to find when they arrive on our site?*	**Site Search Report** *(Behavior >> Site Search >> Search Terms)*	Add Exit Page as a secondary dimension to see which page those visitors were on when they left your site. If a visitor leaves from the same page on which they first arrived, it may indicate that they aren't finding the information they wanted or expected.
	Which of our blog posts are the most engaging to visitors?	**All Pages Report** *(Behavior >> Site Content >> All Pages)*	Use the search filter on the All Pages report to view only the data that's related to your blog posts. Then, click on Comparison View to see relative engagement data for your posts.
CONVERSION REPORTS Use these reports to determine whether or not your content is helping your business achieve its marketing goals, and discover which content efforts are achieving the best results.	*Which posts support conversion at the highest rate?*	**All Pages Report (filtered)** *(Behavior >> Site Content >> All Pages —filtered for blog posts)*	While the Page Value column on this report will show you at which rate each post contributes to the conversion goals you've set for your GA account, it's difficult to support a decision with the small, fractional values it displays. The best way to evaluate conversions is to combine this information with data from the Reverse Goal Path Report (described below). This will show you the posts that are supporting the most conversions, and at what rate.
	Which posts support conversion at the highest rate?	**Reverse Goal Path Report** *(Conversion >> Goals >> Reverse Goal Path)*	Select the goal you want to explore in the All Goals drop-down menu at the top of the page (for example "newsletter subscribers"). This will show you all the goals completed for newsletter subscribers, as well as what people were doing right before they subscribed. Then, divide the number of subscribers any of your highest-performing posts generated by its total page views count. This will give you the conversion rate for that post.