

A close-up photograph of a woman in a professional setting. She is wearing a dark grey pinstriped blazer over a white collared shirt. A delicate necklace with a small, square, clear pendant is visible around her neck. Her right hand is extended forward, with her index finger pointing directly at the viewer. The background is plain white.

# **10 Essential Google Analytics Reports And How They Matter to B2B Executives**

# What Are Google Analytics Reports?

Google Analytics reports are data collections within the Google Analytics web application that show you how your **website is performing**.

As a marketing executive, you use reports to make the **right decisions** based on **meaningful information** that Google Analytics gives you. You will easily **identify** your website's weaknesses, **improve** it quickly, and **get more customers** from your website.

There are hundreds of reports available in **4 main report categories**:

1. Audience
2. Acquisition
3. Behavior
4. Conversions

# 4 Main Categories of Google Analytics Reports

## Audience

Who are your visitors?



## Acquisition

Which sources drive traffic to your website?



## Behavior

What visitors read and do on your website?



## Conversion

What makes your visitors contact you?



A person wearing a dark, pinstriped business suit is holding a large white rectangular sign in front of their chest. The sign contains text in a bold, sans-serif font. The person's hands are visible at the edges of the sign, and they are wearing rings on their fingers. The background is plain white.

**Which 10 Analytics Reports  
Are **Essential** for Tracking  
the Performance of B2B  
Websites, and How Do  
They **Matter** to Busy B2B  
Marketers?**

# Audience

You need answers to 2 essential questions:

1. **Who are your website visitors?**  
(their country, city)
2. **Which devices are they using?**  
(desktops, smartphones, tablets)

*2 Metrics\** which answer your questions:

1. **Location**
2. **Mobile**

\* A metric is a quantitative measurement of users, sessions and actions.



# #1 Location

## Where can I find this report?

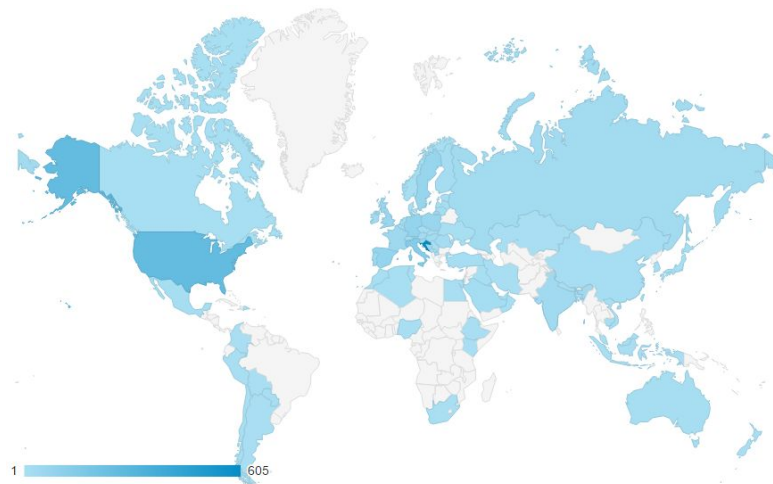
Audience - Geo - Location

## What is this report?

The **country** or the **city** from which the visitor came to your website.

## How does it matter?

Makes your marketing and advertising **cheaper** and **more effective** by improving geo-targeting. For example, if you're getting the best leads from the UK, invest more advertising budget in the UK market.



# #2 Mobile

## Where can I find this report?

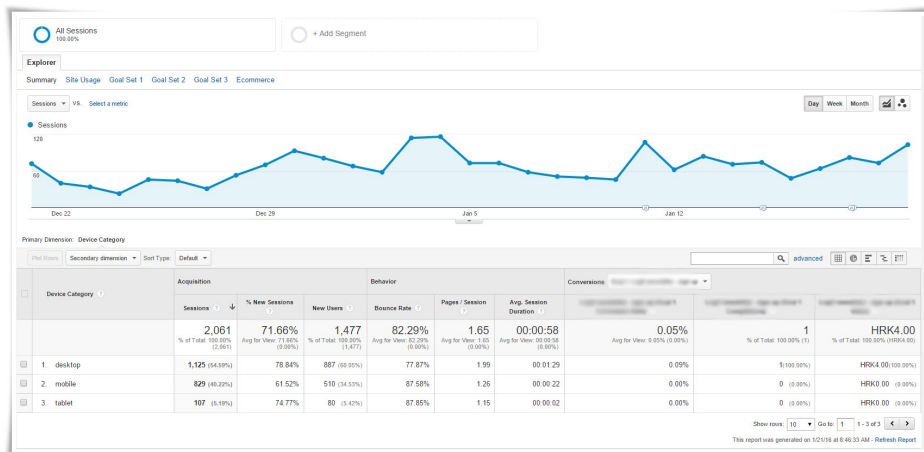
Audience - Mobile - Overview

## What is this report?

See which devices (Desktop, Tablet, Mobile) people use to access your site.

## How does it matter?

It tells you whether your website is successful in helping users on desktop devices, smartphones, and tablets achieve their tasks. For example, do mobile users download your product brochures or not?



# Acquisition

You need answers to 3 essential questions:

1. **How do visitors find you online?** (Top Channels)
2. **Which keywords they used to find you?** (Organic Keywords)
3. **How do your ad campaigns perform?** (Campaigns)

3 metrics which answer your questions:

1. **Top Channels**
2. **Queries**
3. **All Campaigns**





# #3 Top Channels

## Where can I find this report?

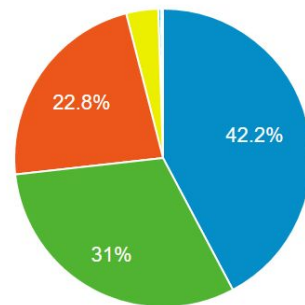
Acquisition - Overview - Top Channels

## What is this report?

View of the top channels (sources like search engine, social networks, other websites etc.) that are sending visitors to your website.

## How does it matter?

You can determine how users find your website and which sources drive the most or the best traffic. For example, smart marketers **focus on their best sources** and work on improving the under-performing ones.



- Referral
- Organic Search
- Direct
- Social
- (Other)
- Email
- Paid Search

# #4 Queries

## Where can I find this report?

Acquisition - Search Engine

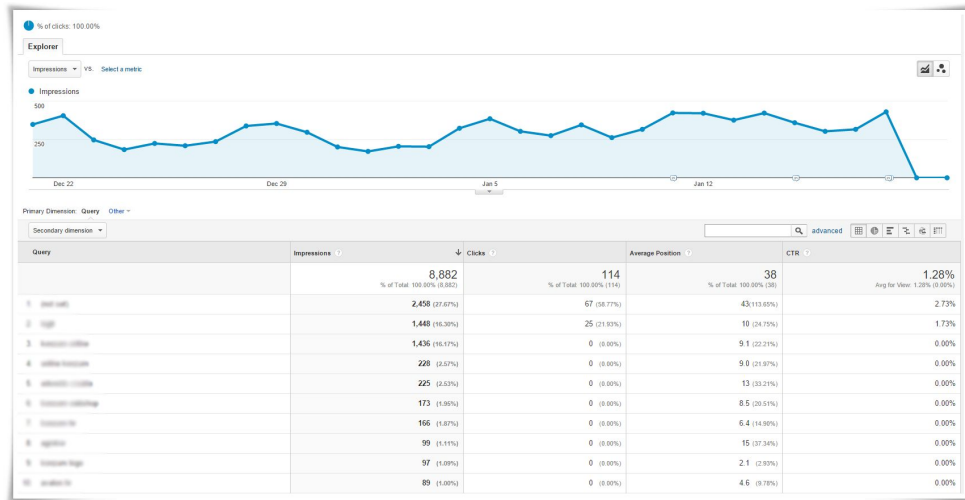
Optimization - Queries

## What is this report?

List of queries users typed in the search engine to reach your site.

## How does it matter?

Find out which keywords your customers use on Google to find your website. Use those keywords to upgrade your content.



# #5 All Campaigns

## Where can I find this report?

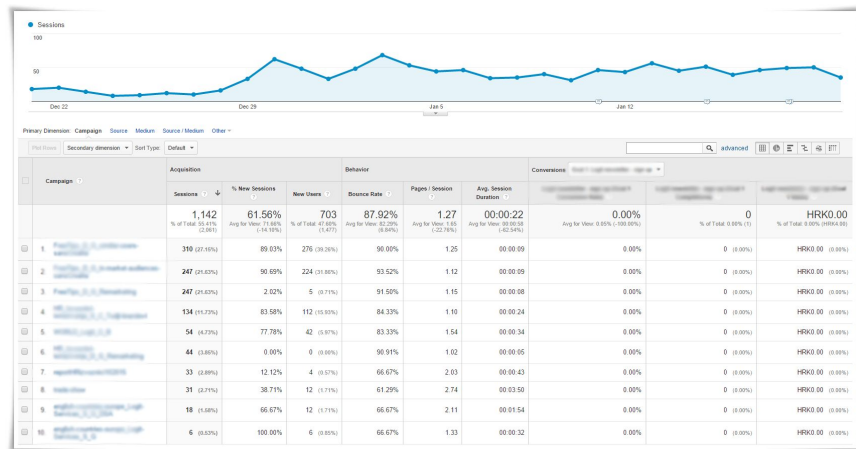
Acquisition - Campaign - All Campaigns

## What is this report?

Performance of all your campaigns (email, AdWords, PR, etc.) in one place.

## How does it matter?

When you can compare the effectiveness of all your campaigns, you can put more money on the campaigns that are going well, and work on improving the campaigns that are failing you.



# Behavior

You need answers to 2 essential questions:

1. **How many visitors leave after reading just one page?** (Bounce Rate)
2. **On which pages do they arrive first?** (Landing Pages)

3 metrics which answer your questions:

1. **Behavior Overview**
2. **Landing Pages**
3. **Behavior Flow**



# #6 Behavior Overview

## Where can I find this report?

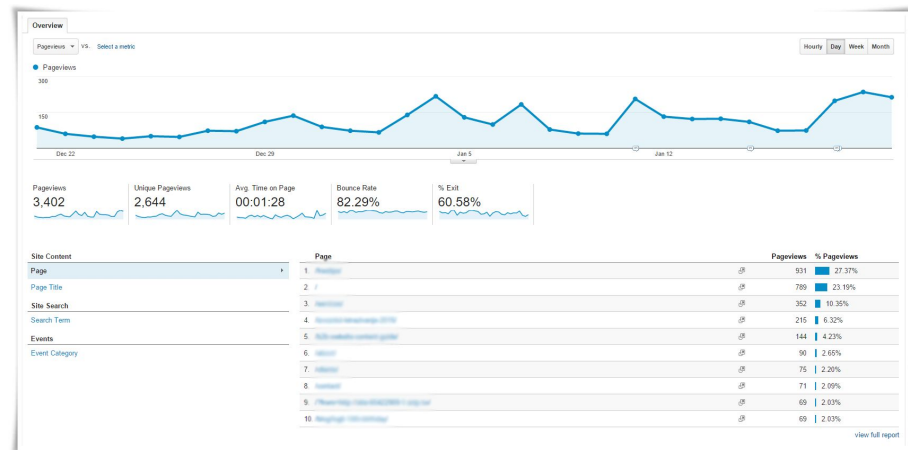
Behavior - Overview

## What is this report?

Discover how users interact with your website: which pages they read, in which order, what they click, and so on.

## How does it matter?

Find out which content makes your visitors stay, and which content makes them leave. This way you can **continuously improve** key content until all of it performs well.



# #7 Landing Pages

## Where can I find this report?

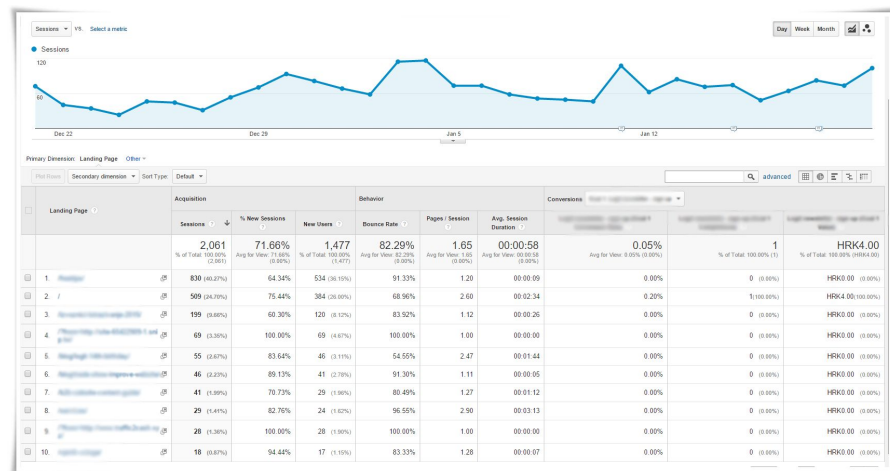
Behavior - Site content - Landing Pages

## What is this report?

See on which pages visitors are entering your website and how each of those landing pages is performing.

## How does it matter?

Because landing pages are the first pages your visitors see - especially for advertising campaigns - improving their performance boosts the effectiveness of your entire website.



# #8 Behavior Flow

## Where can I find this report?

Behavior - Behavior Flow

## What is this report?

A flowchart visualizing the path users take from one Page / Event to the next.

## How does it matter?

It's a **visualization of the decisions** your visitors make on every page of your website: where they leave, and which pages they view next. If you want a certain page to take visitors to a certain other page, look at this report to measure your effectiveness.



# Conversion

You need answers to 2 essential questions:

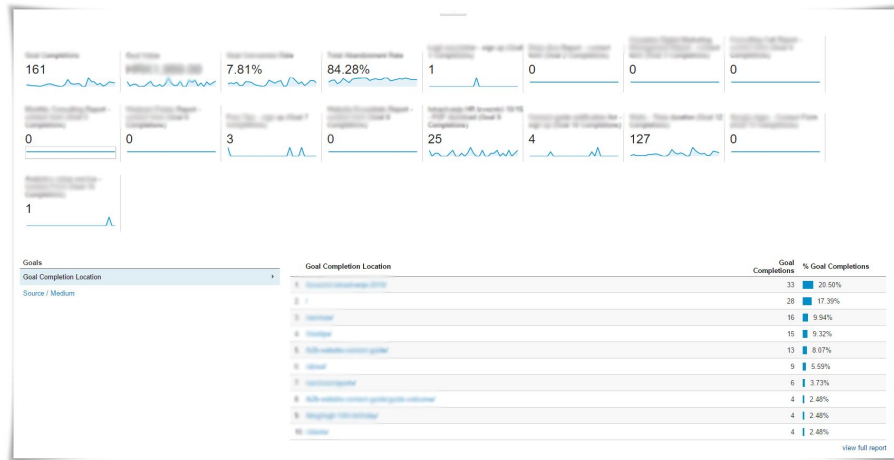
1. **How many visitors are converting to inquiries?** (conversion rate)
2. **Which conversion path are they taking on your website?** (goal funnel)

2 metrics which answer your questions:

1. **Goals Overview**
2. **Funnel Visualization**







# #10 Funnel Visualization

## Where can I find this report?

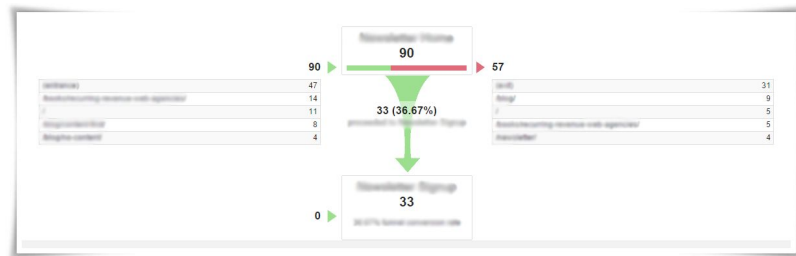
Conversion - Goals - Funnel Visualization

## What is this report?

It's a visualization of each step in the conversion process, from page to page toward your *Goals*.

## How does it matter?

This is the **best** way to **quickly** identify **which pages** are stopping your visitors from becoming your customers. When you know *where* you're losing customers, you can hypothesize what's wrong with that page, implement fixes one by one, and measure results.



# B2B Companies Make 4 Major Mistakes With Website Analytics.

[Find Out If You're One of Them >>](#)



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