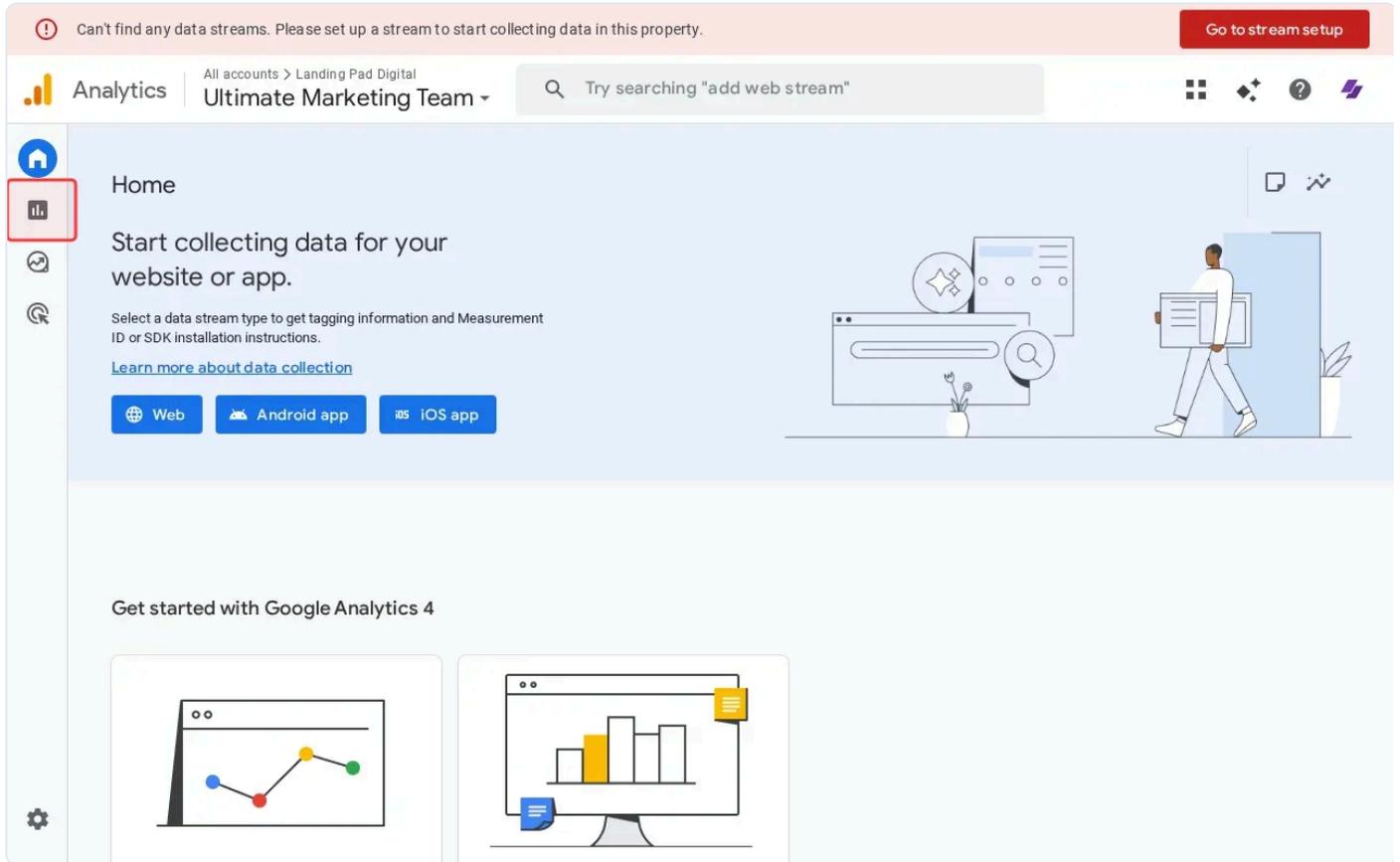


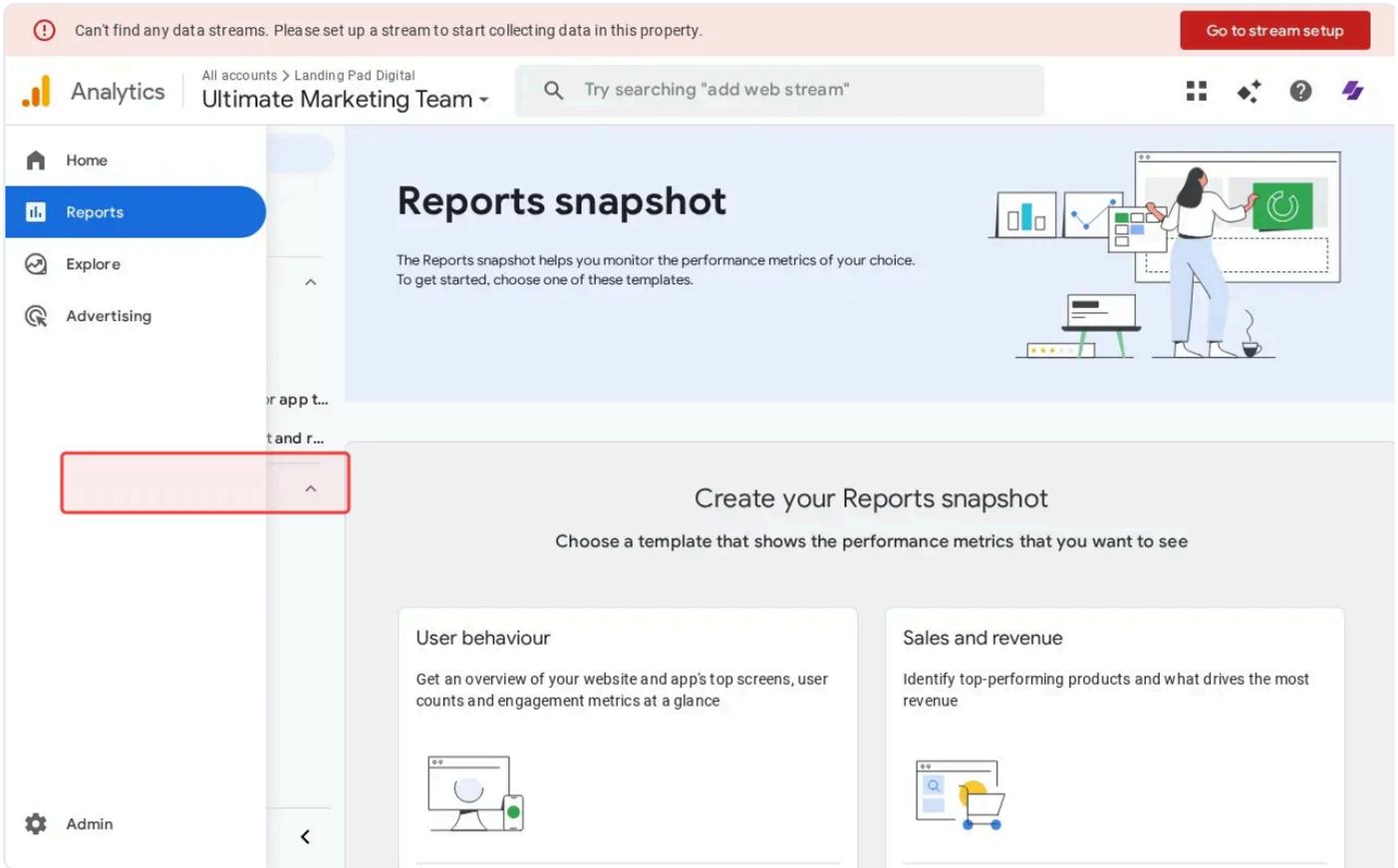
How to analyse Pages and screens in Google Analytics

ga4 9 steps · 1m 22s

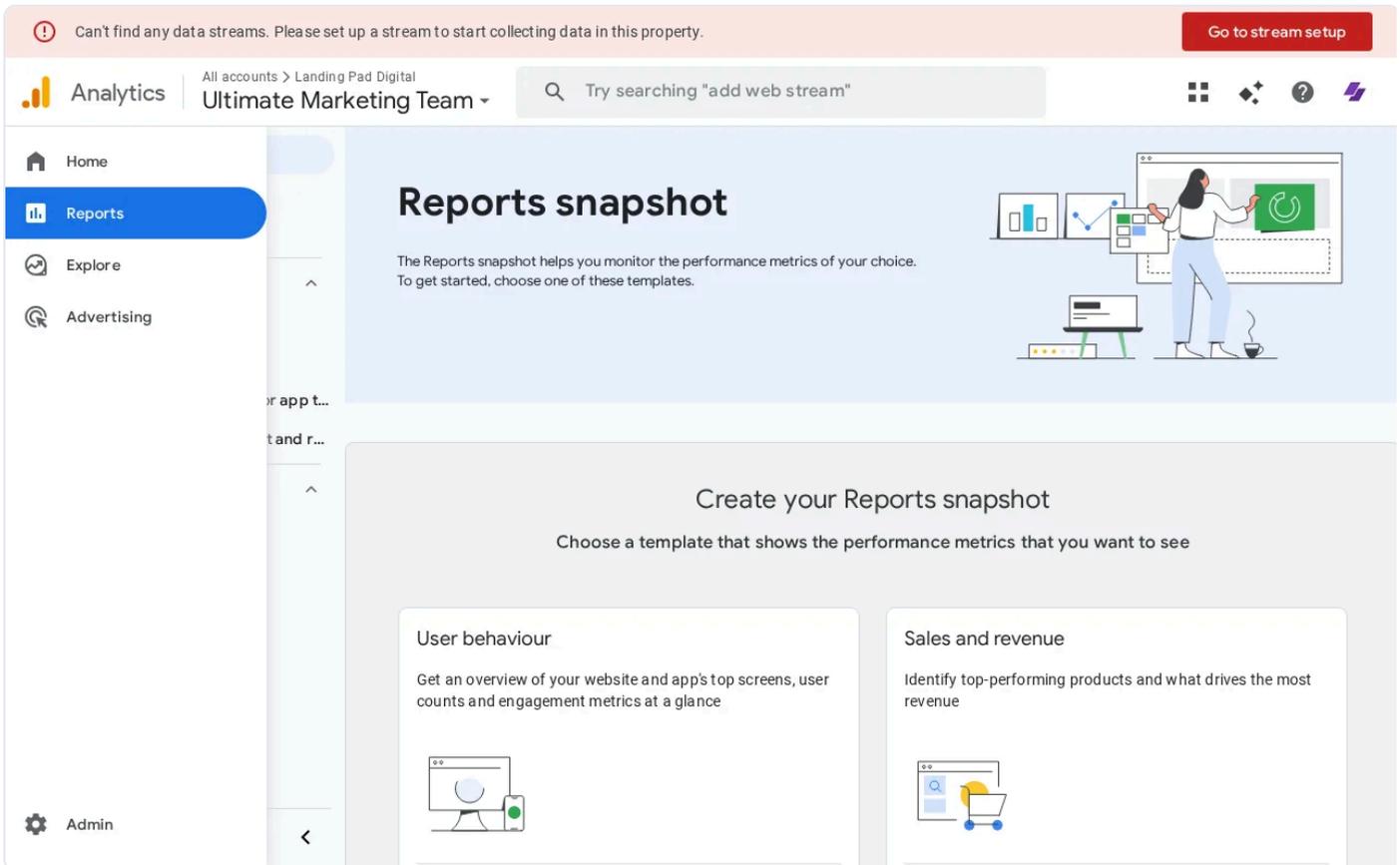
1 Click 'Reports' in the sidebar to access analytics reports.



2 Click 'User' to expand user behavior reports section.



3 Scroll down to find Pages and screens reports option.



4 Click 'Tech' to explore page and screen analytics.

Can't find any data streams. Please set up a stream to start collecting data in this property. [Go to stream setup](#)

Analytics | All accounts > Landing Pad Digital | Ultimate Marketing Team | Try searching "add web stream"

Home | **Reports** | Explore | Advertising

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 that you want to see

- User behaviour**
Get an overview of your website and app's top screens, user counts and engagement metrics at a glance
- Sales and revenue**
Identify top-performing products and what drives the most revenue

Admin

5 Close the welcome modal to access explorations.

Can't find any data streams. Please set up a stream to start collecting data in this property. [Go to stream setup](#)

Analytics | All accounts > Landing Pad Digital | Ultimate Marketing Team | Try searching "add web stream"

Explorations

Start a new exploration

Blank
Create a new exploration

Welcome to Explorations!

Explorations is a collection of advanced techniques that go beyond standard reports to help you uncover deeper insights about your customers' behaviour.

NEXT

Free-form
What insights can you uncover with custom charts and tables?

Funnel exploration
What user journeys can you analyse, segment and breakdown with multi-step funnels?

Path exploration
What user journeys can you uncover with tree graphs?

Template gallery

6 Click 'Free-form' template to analyze pages and screens.

The screenshot shows the 'Explorations' page in the Analytics interface. At the top, there is a notification bar: "Can't find any data streams. Please set up a stream to start collecting data in this property." with a "Go to stream setup" button. Below this, the page header includes "Analytics", "All accounts > Landing Pad Digital", "Ultimate Marketing Team", and a search bar with the text "Try searching 'add web stream'". The main content area is titled "Explorations" and "Start a new exploration". It features four template cards: "Blank", "Free-form", "Funnel exploration", and "Path exploration". The "Free-form" card is highlighted with a red border. Below the templates, there is a "Template gallery" link and a search icon. A sidebar on the left contains navigation icons for home, list, refresh, and settings.

7 Click 'Drop or select dimension' to add pages dimension.

The screenshot shows the configuration page for a "Free-form 1" exploration. At the top, there is a notification bar: "Can't find any data streams. Please set up a stream to start collecting data in this property." with a "Go to stream setup" button. Below this, the page header includes "Analytics", "Ultimate Marketing Team", "Ultimate Marketing Team", and a search bar with the text "Try searching 'add web stream'". The main configuration area is divided into several sections: "EXPLORATION NAME: Free-form", "Last 28 days 23 Jan - 19 Feb 2026", "SEGMENTS" (with a list of segments: US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), "DIMENSIONS" (with a list of dimensions: Event name, Gender, Country), "TECHNIQUE" (set to Free-form), "VISUALISATION" (with icons for table, funnel, bar chart, pie chart, and line chart), "SEGMENT COMPARISONS" (with a button "+ Drop or select segment"), "ROWS" (with a list of rows: Town/City, and a button "+ Drop or select dimension" highlighted with a red box), "START ROW" (set to 1), and "SHOW ROWS" (set to 10). The main visualization area on the right displays the message: "No data for this combination of segments, values, filters and date range. Try editing the variables or settings or remove them."

8 Scroll to find page-related dimension options.

The screenshot shows the Analytics interface for 'Ultimate Marketing Team'. The main area displays a 'Free-form 1' visualization with the message: 'No data for this combination of segments, values, filters and date range. Try editing the variables or settings or remove them.' The left sidebar contains several sections: 'EXPLORATION NAME: Free-form', 'Last 28 days' (23 Jan - 19 Feb 2026), 'SEGMENTS' (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), and 'DIMENSIONS' (Event name, Gender, Country). The 'Settings' panel on the right shows 'TECHNIQUE: Free-form', 'VISUALISATION' options, 'SEGMENT COMP' options, 'ROWS' (Town/City), 'START ROW: 1', and 'SHOW ROWS: 10'. A dropdown menu is open over the 'DIMENSIONS' list, showing options: 'Event name', 'Gender', 'Country', and 'First user medium'.

9 Click 'Event name' to select page-related dimension.

This screenshot is identical to the previous one, but with a red rectangular highlight around the 'Event name' option in the dropdown menu. The rest of the interface, including the 'No data' message and the various configuration panels, remains the same.

