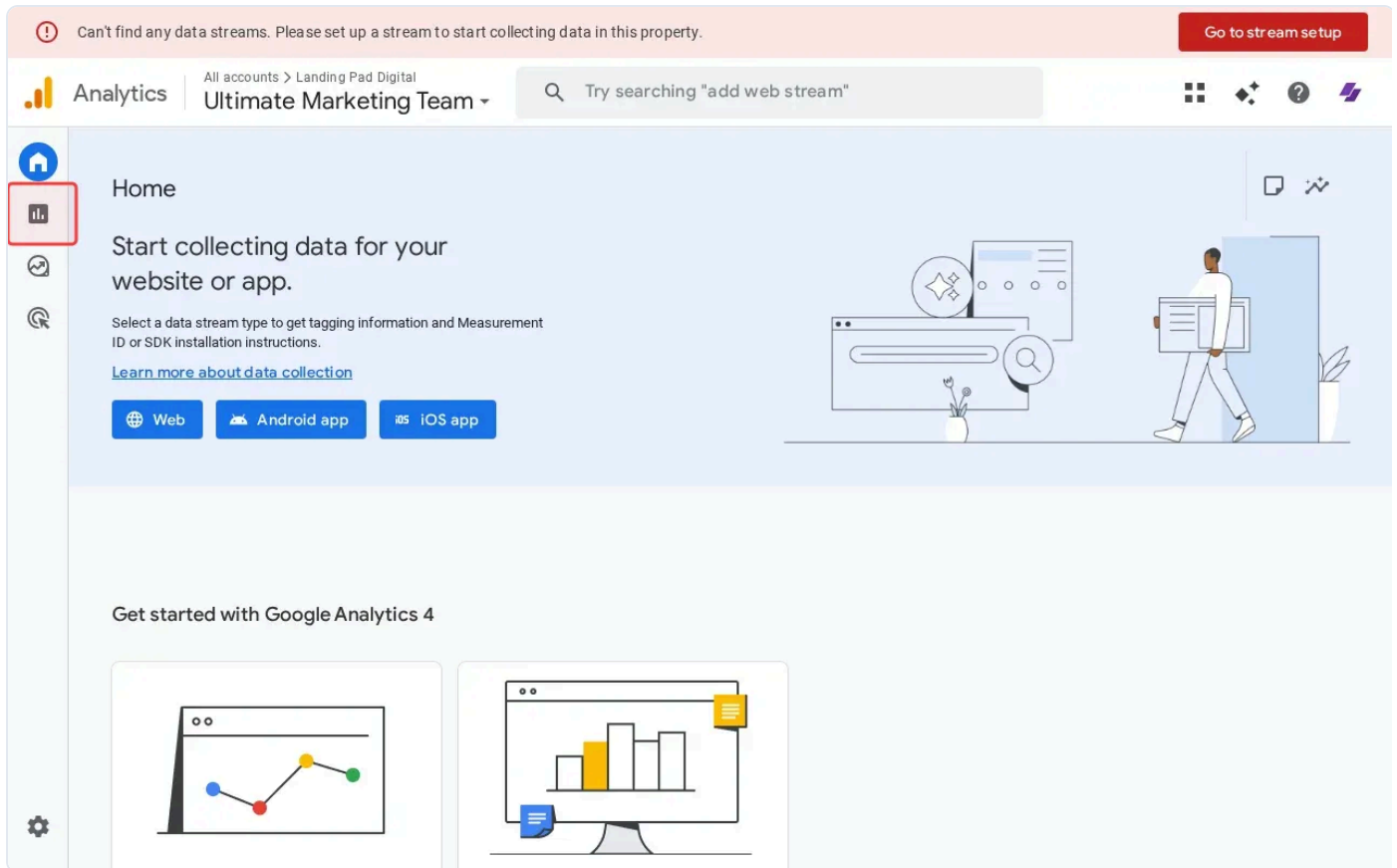


How to analyse Pages and screens in Google Analytics

ga4 9 steps · 1m 22s

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



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

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


or app t...
t and r...

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

3 Scroll down to find Pages and screens reports option.

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t and r...

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Choose a template that shows the performance metrics that you want to see


User behaviour

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

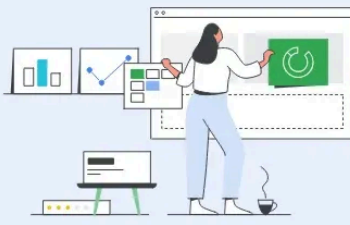
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Reports snapshot

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


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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?



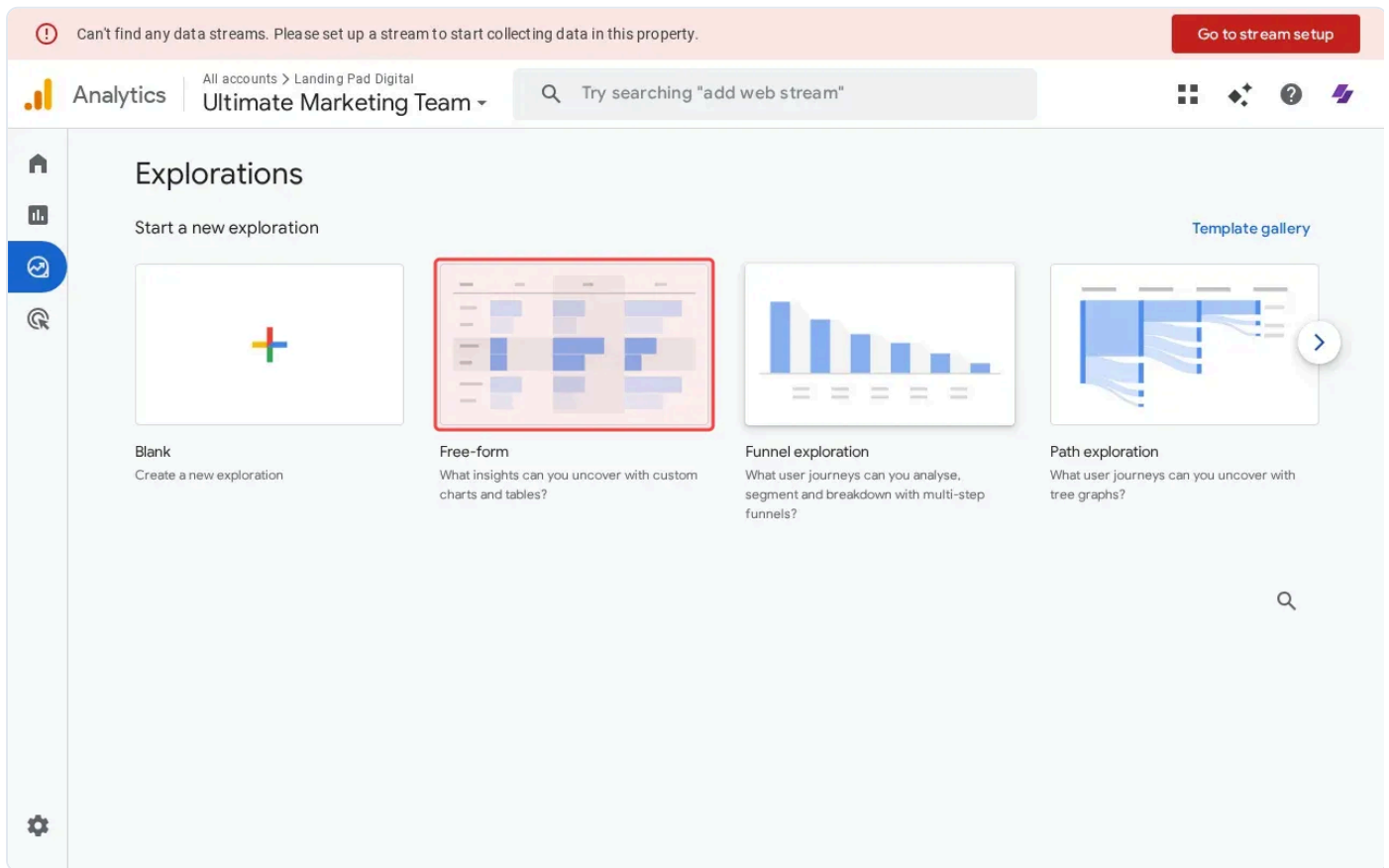
Path exploration

What user journeys can you uncover with tree graphs?

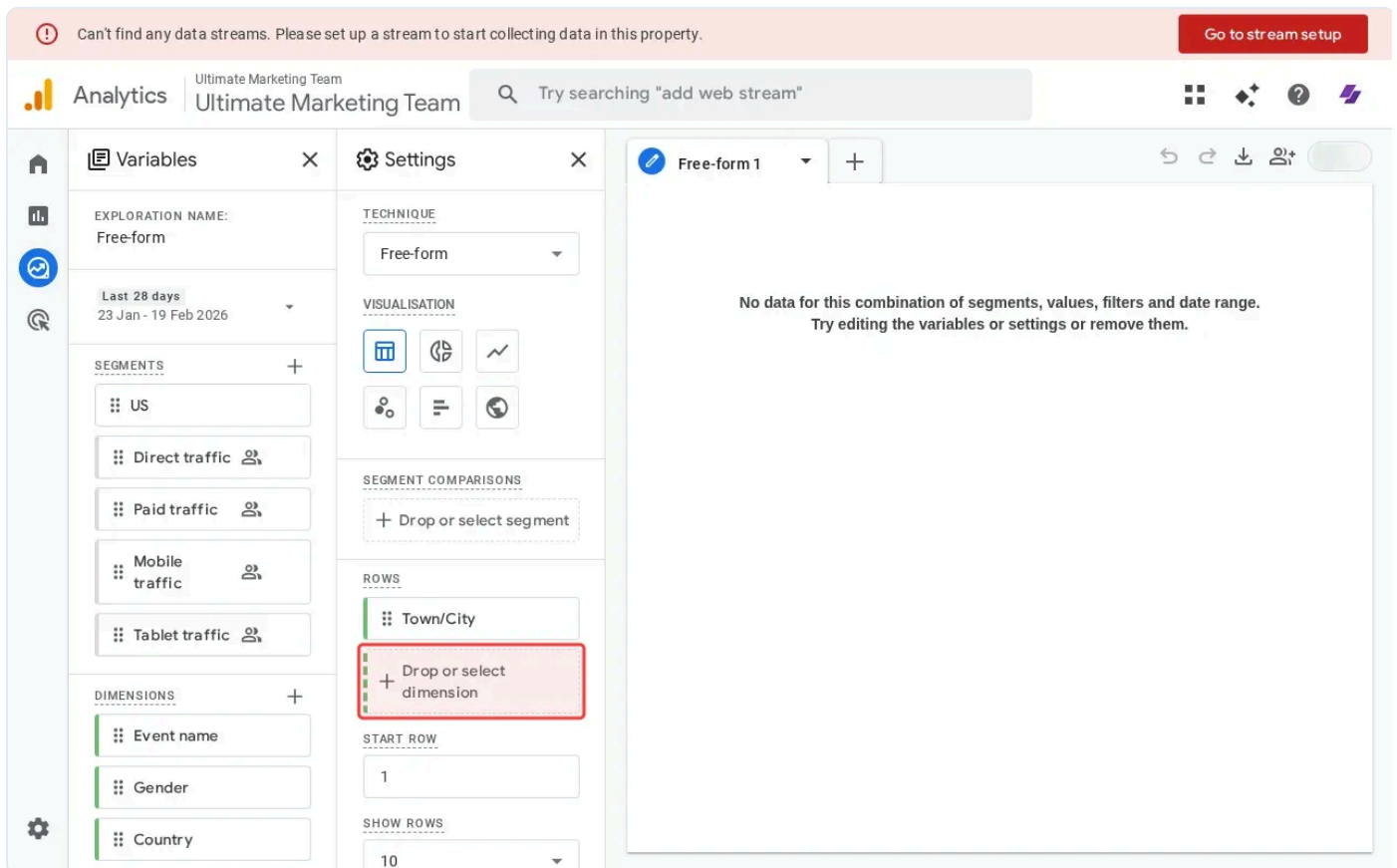
Template gallery

Search

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



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



8 Scroll to find page-related dimension options.

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

Analytics Ultimate Marketing Team

Variables Settings

EXPLORATION NAME: Free-form

Last 28 days
23 Jan - 19 Feb 2026

SEGMENTS

- US
- Direct traffic
- Paid traffic
- Mobile traffic
- Tablet traffic

DIMENSIONS

- Event name
- Gender
- Country

TECHNIQUE
Free-form

VISUALISATION

SEGMENT COMPARISON
+ Drop or select dimension

ROWS

- Town/City
- + Drop or select dimension

START ROW
1

SHOW ROWS
10

Free-form 1

No data for this combination of segments, values, filters and date range.
Try editing the variables or settings or remove them.

Event name
Gender
Country
First user medium

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

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

Analytics Ultimate Marketing Team

Variables Settings

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