

How to create a custom dashboard in Matomo

Matomo 6 steps · 5m 5s

1 Click Dashboard menu to explore dashboard options.

The screenshot displays the Matomo Dashboard interface. The top navigation bar includes 'Landing Pad', 'Dashboard', 'All Websites', 'Tag Manager', and utility icons. The sidebar on the left lists various menu items, with 'Dashboard' highlighted in a red box. The main content area features several widgets:

- Visits in real-time:** A table showing recent visits and actions.
- Visits Over Time:** A line chart showing visit trends over a period.
- Visitor Map:** A world map showing the geographic distribution of visitors.
- Channel Types:** A table summarizing visits and unique visitors by channel.
- Premium Features & Services for Matomo:** A promotional section for Matomo's premium features.
- Movers and Shakers:** A section for identifying top-performing websites.
- Blog:** A link to the Matomo blog.

Visits in real-time

DATE	VISITS	ACTIONS
Last 24 hours	11	337
Last 30 minutes	2	38

Friday, February 20, - 17:27:43 (15 min 22s)

Google

Actions: [Icons representing various actions]

Friday, February 20, - 17:14:21 (2 hours 32 min)

Website: [Input field]

Actions: [Icons representing various actions]

(more pages by this visitor are not displayed)

Visits Over Time

Line chart showing visits over time from Wed, Jan 21 to Wed, Feb 18. The Y-axis represents the number of visits (0 to 40).

Visitor Map

World map showing visitor locations. 20 unique visitors are highlighted. Filters: Worldwide, Unique visitors.

Channel Types

CHANNEL TYPE	VISITS	UNIQUE VISITORS
Direct Entry	10	10
Search Engines	8	8
Websites	2	2

Premium Features & Services for Matomo

Roll-Up Reporting

Did you know you can aggregate the collected data across hundreds of sites and display it in a single dashboard?

[LEARN MORE](#)

Movers and Shakers

Blog

2 Scroll down to find dashboard creation options.

The screenshot shows the Matomo dashboard interface. On the left is a sidebar with navigation options: Media, A/B Tests, Heatmaps, Session Recordings, Custom Reports, and Crashes. Below these is a 'MARKETPLACE' button. The main content area is divided into several sections:

- Top Left:** A section for 'Friday, February 20, - 17:14:21 (2 hours 32 min)' showing a grid of actions and a 'Direct Entry' section.
- Top Right:** A 'Matomo' section with a 'Roll-Up Reporting' card and a 'Movers and Shakers' table.
- Bottom Left:** A section for 'Friday, February 20, - 14:04:15 (12 min 55s)' showing a grid of actions and a 'Direct Entry' section.
- Bottom Right:** A section for 'Friday, February 20, - 13:18:39 (28 min 37s)' showing a grid of actions and a 'Direct Entry' section.

The 'Movers and Shakers' table shows the following data:

PAGE URLS	UNIQUE PAGEVIEWS	EVOLU
tutorial	+4	+66
dashboard?callbackUrl=https:	+2	+2
login?callbackUrl=	-2	-1

The 'Blog' section features several articles, including 'Everything you need to know about time decay attribution in marketing' and 'Matomo evolves its global leadership to drive international expansion'.

3 Click gear icon in top right to access Administration settings.

This screenshot is identical to the one above, but with a red box highlighting the gear icon in the top right corner of the dashboard, which is used to access the Administration settings.

4 Click Dashboard menu to access dashboard management options.

The screenshot displays the Matomo dashboard interface. On the left is a sidebar menu with options: Media, A/B Tests, Heatmaps, Session Recordings, Custom Reports, and Crashes. Below the menu is a 'MARKETPLACE' button. The main content area is divided into several sections:

- Top Section:** Shows a date range 'Friday, February 20, - 17:14:21 (2 hours 32 min)' and a website 'accounts'. It contains a grid of action icons and a 'Direct Entry' section.
- Second Section:** Shows a date range 'Friday, February 20, - 14:04:15 (12 min 55s)' and a 'Direct Entry' section.
- Third Section:** Shows a date range 'Friday, February 20, - 13:18:39 (28 min 37s)' and a 'Direct Entry' section.
- Fourth Section:** Shows a date range 'Friday, February 20, - 11:31:28 (3 min 2s)' and a 'Direct Entry' section.

On the right side of the dashboard, there are three main sections:

- Matomo Roll-Up Reporting:** A section with a Matomo logo and a 'READ MORE' button.
- Movers and Shakers:** A table showing page URLs, unique pageviews, and evolution. The table has columns: PAGE URLS, UNIQUE PAGEVIEWS, and EVOLU. The data rows are: tutorial (+4, +66), dashboard?callbackUrl=https: (+2, +2), login?callbackUrl= (-2, -1).
- Channel Type:** A table showing visits and unique visitors for different channel types. The table has columns: CHANNEL TYPE, VISITS, and UNIQUE VISITORS. The data rows are: Websites (2, 2), Search Engines (8, 8), Direct Entry (10, 10).
- Blog:** A section with a 'Blog' title and a list of articles. The first article is 'Everything you need to know about time decay attribution in marketing' by February 18, 2026. The second article is 'Matomo evolves its global leadership to drive international expansion' by February 18, 2026. The third article is 'How AI is reshaping web analytics and how to measure real human traffic in 2026' by February 17, 2026.

5 Hover over dashboard controls to reveal creation options.

This screenshot is identical to the one above, but with a tooltip visible. The tooltip is located over the 'Event engagement - outbound_click' icon in the 'Direct Entry' section of the third date range. The tooltip text is 'Event engagement - outbound_click'.

The screenshot displays the Matomo dashboard interface. On the left is a sidebar menu with options: Media, A/B Tests, Heatmaps, Session Recordings, Custom Reports, and Crashes. Below the menu is a 'MARKETPLACE' button. The main content area is divided into several sections:

- Google**: A section for Google Analytics data, showing actions and a website URL (accounts).
- Roll-Up Reporting**: A section with a Matomo logo and a button labeled 'READ MORE'.
- Movers and Shakers**: A table showing page URLs, unique pageviews, and evolution.
- Channel Type**: A table showing visits and unique visitors for different channel types.
- Blog**: A section with a 'Change visualization' button and a list of blog posts.

Channel Type Table:

CHANNEL TYPE	VISITS	UNIQUE VISITORS
Websites	2	2
Search Engines	8	8
Direct Entry	10	10

Movers and Shakers Table:

PAGE URLS	UNIQUE PAGEVIEWS	EVOLU
tutorial	+4	+6
dashboard?callbackUrl=https:	+2	+2
login?callbackUrl=	-2	-1

Blog Section:

- Everything you need to know about time decay attribution in marketing**
February 18, 2026
"Attribution is dead." That's a sentiment we see echoed all the time within marketing circles. It's tempting to believe this idea when marketers are struggling to prove the value of their efforts. Attribution models like last-click models overvalue the final ...
[Read More](#)
- Matomo evolves its global leadership to drive international expansion**
February 18, 2026
Matomo appoints Adam Taylor as CEO as co-founder Matthieu Aubry transitions to Chief Product Officer, strengthening global leadership and expanding regional presence across Europe.
- How AI is reshaping web analytics and how to measure real human traffic in 2026**
February 17, 2026