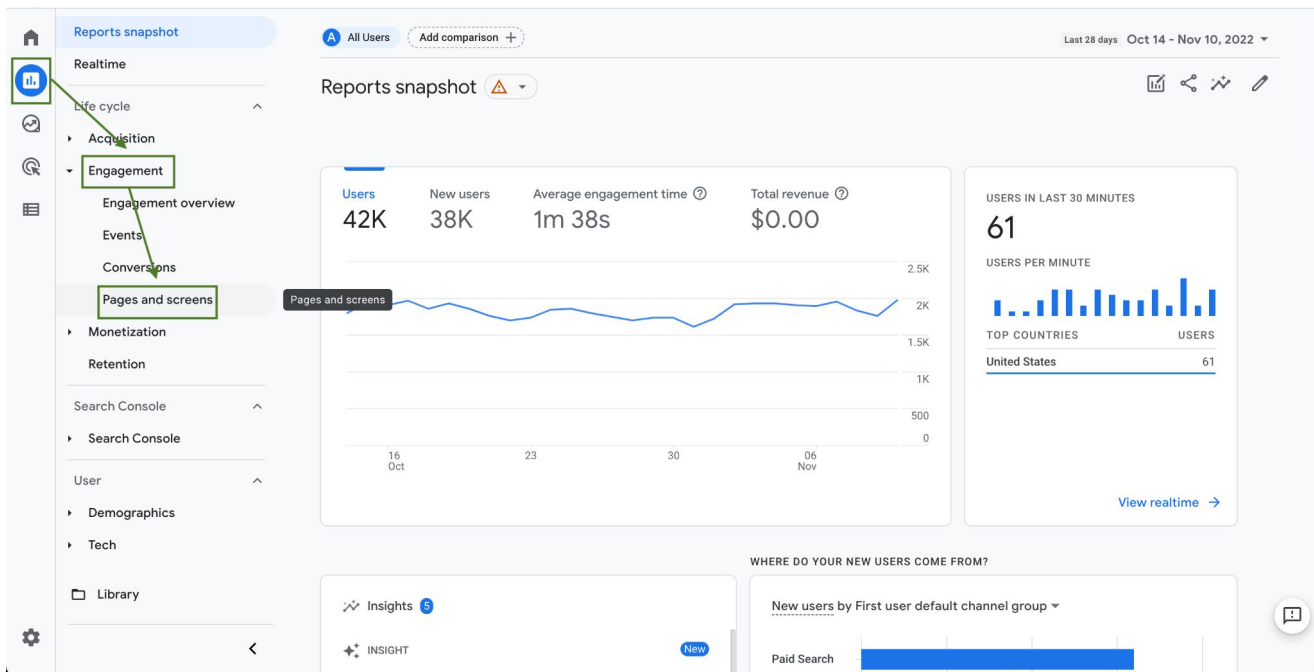


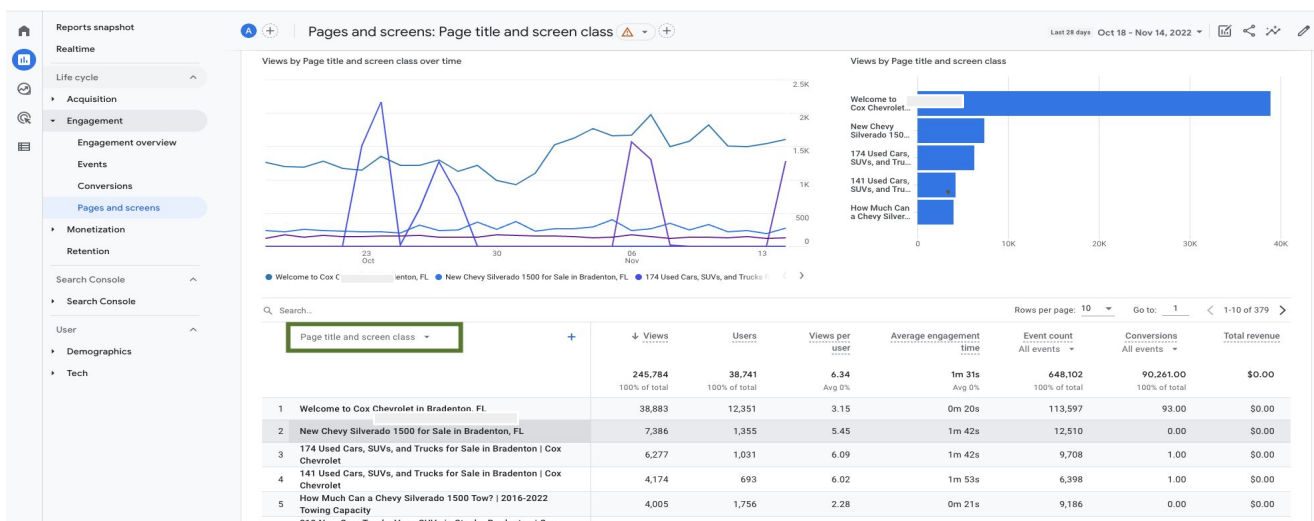
This document is intended to help you run a Google Analytics 4 (GA4) report to identify top performing pages on your existing website. The final step indicates how to export your results into a CSV file so you can easily view in a spreadsheet.

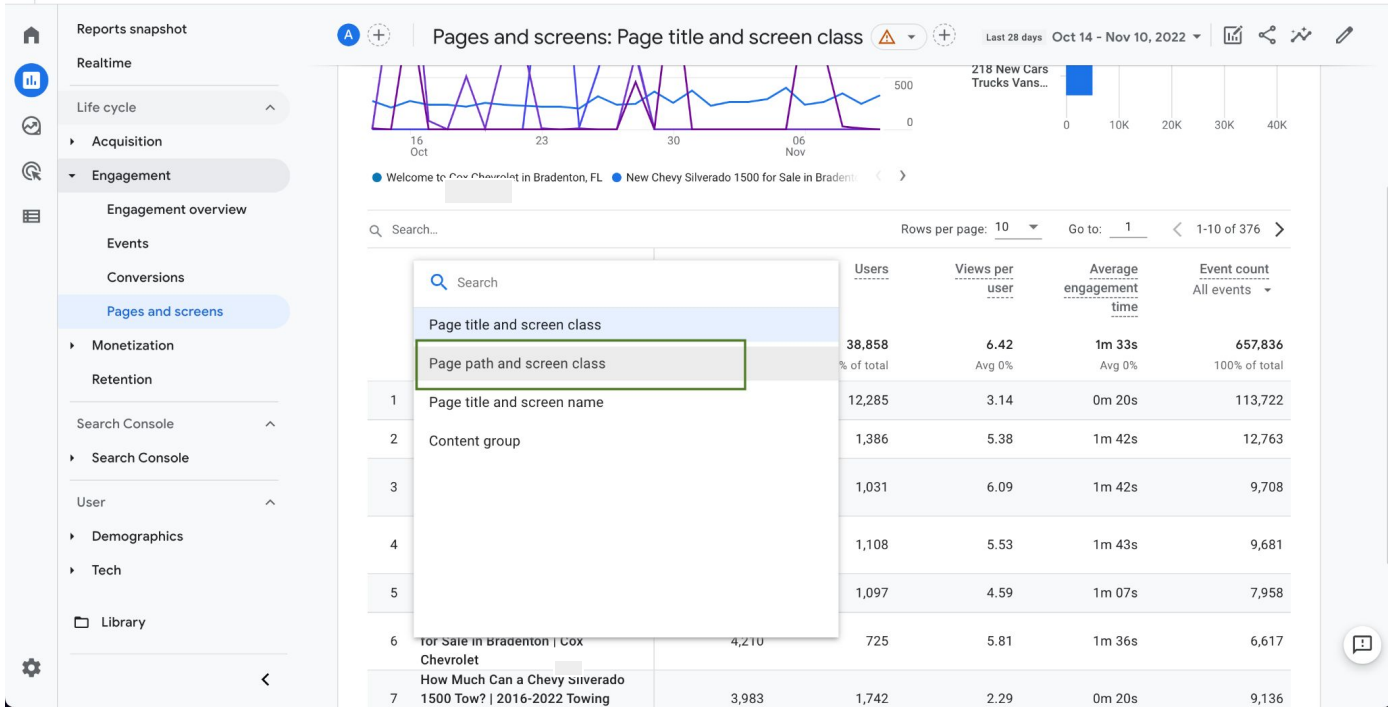
To begin, you will need to log into your GA4 property and navigate to the Reports section in the GA4 interface:

### Step 1 - Under Life Cycle > Engagement please select the Pages and Screens report

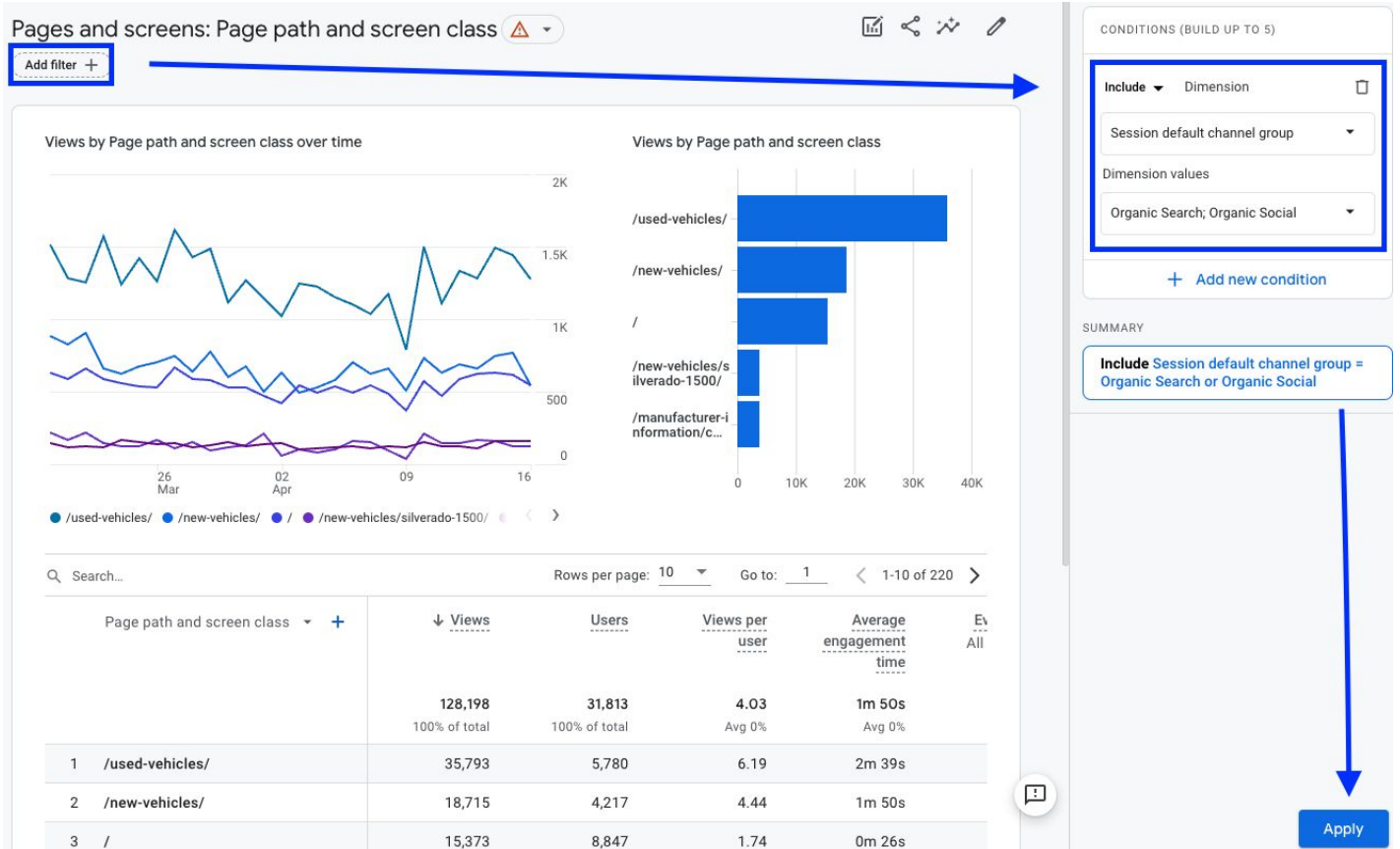


### Step 2: - In the Table, change the default selection to 'Page Path and screen class':

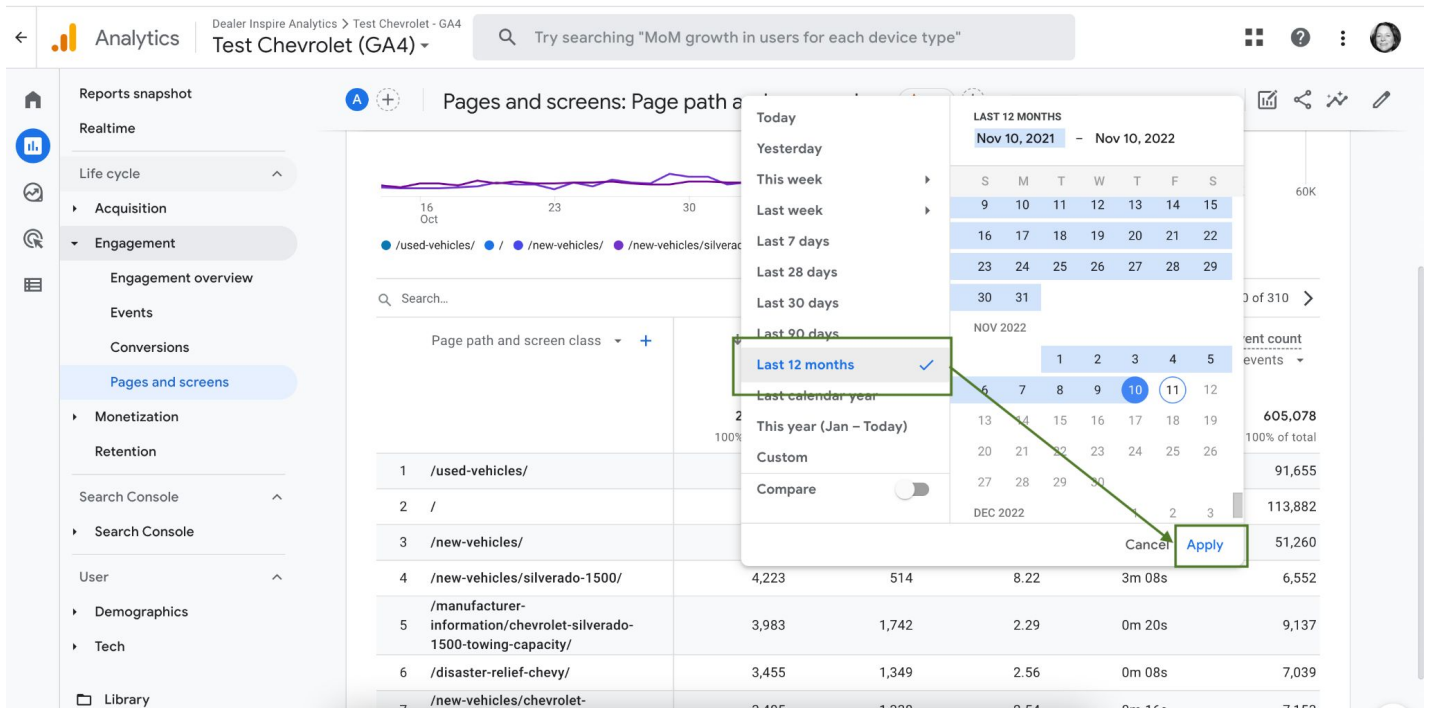




Step 3: Add a filter to Include “session default Channel group” = Organic Search & Organic Social



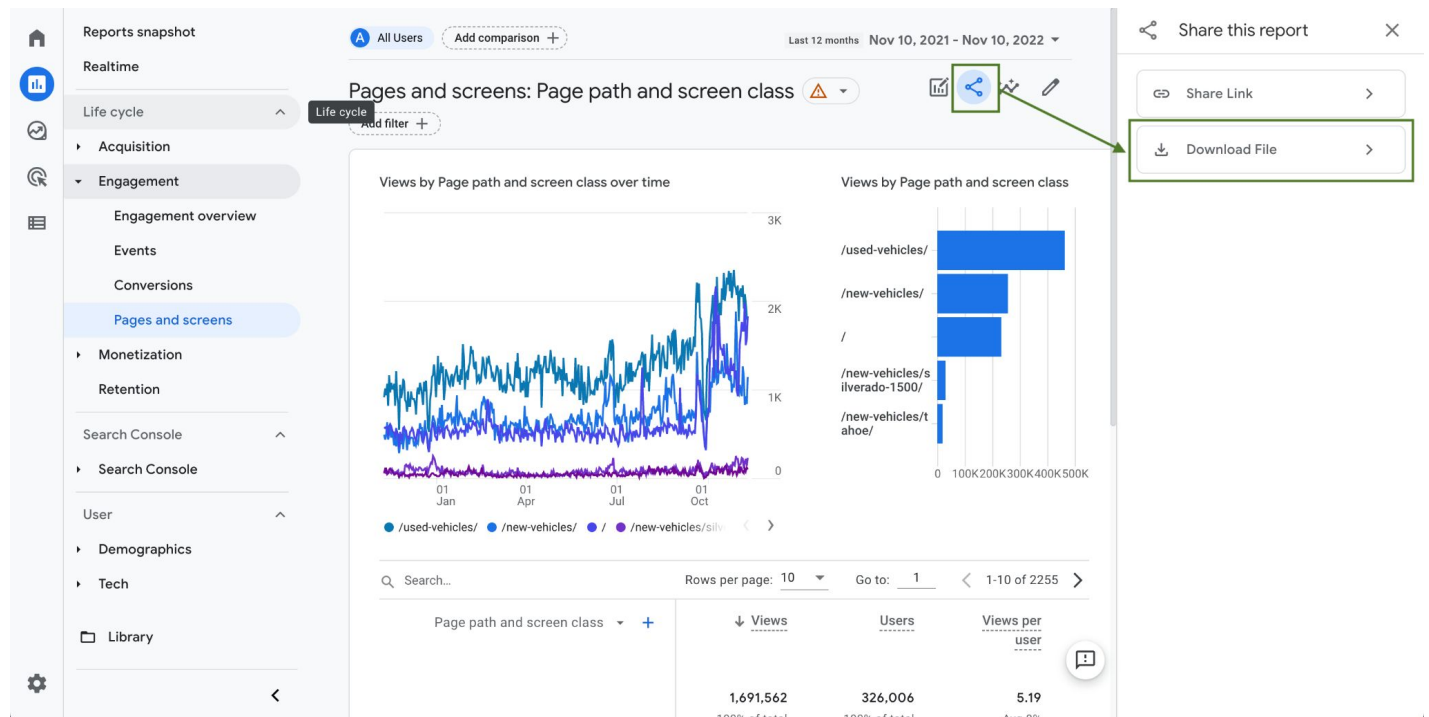
### Step 4: **Update Date Range to = 'Last 12 Months' then click Apply:**



The screenshot shows the Dealer Inspire Analytics interface. The main report is titled 'Pages and screens: Page path and screen class'. A date range dropdown menu is open, showing 'LAST 12 MONTHS' selected. The 'Apply' button is highlighted with a green box. The report table below shows the following data:

Page path and screen class	Views	Users	Avg. time on page	Conversion rate
1 /used-vehicles/	4,223	514	8.22	3m 08s
2 /	3,983	1,742	2.29	0m 20s
3 /new-vehicles/	3,455	1,349	2.56	0m 08s
4 /new-vehicles/silverado-1500/	2,405	1,228	2.54	0m 16s
5 /manufacturer-information/chevrolet-silverado-1500-towing-capacity/	1,742	1,742	2.29	0m 20s
6 /disaster-relief-chevy/	1,349	1,349	2.56	0m 08s
7 /new-vehicles/chevrolet-	1,228	1,228	2.54	0m 16s

### Step 5: **Export Report to CSV**



The screenshot shows the Dealer Inspire Analytics interface. The main report is titled 'Pages and screens: Page path and screen class'. The date range is set to 'Last 12 months Nov 10, 2021 - Nov 10, 2022'. The 'Download File' button is highlighted with a green box. The report table below shows the following data:

Page path and screen class	Views	Users	Views per user
1 /used-vehicles/	1,691,562	326,006	5.19
2 /	100% of total	100% of total	Avg 0%

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Engagement overview

Events

Conversions

**Pages and screens**

Monetization

Retention

Search Console

User

Demographics

Tech

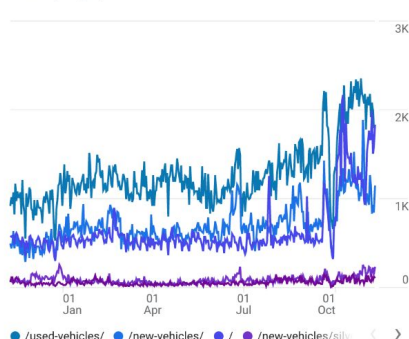
Library

All Users Add comparison +

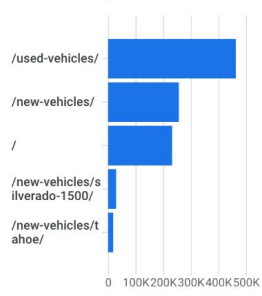
Last 12 months Nov 10, 2021 - Nov 10, 2022

Pages and screens: Page path and screen class Add filter +

Views by Page path and screen class over time



Views by Page path and screen class



● /used-vehicles/ ● /new-vehicles/ ● /new-vehicles/silv

Search... Rows per page: 10 Go to: 1 < 1-10 of 2255 >

Page path and screen class	Views	Users	Views per user
	1,691,562 100% of total	326,006 100% of total	5.19 Δ 0%

Export this report

Select export format:

Step 6: Send CSV file to your DI Project Manager