



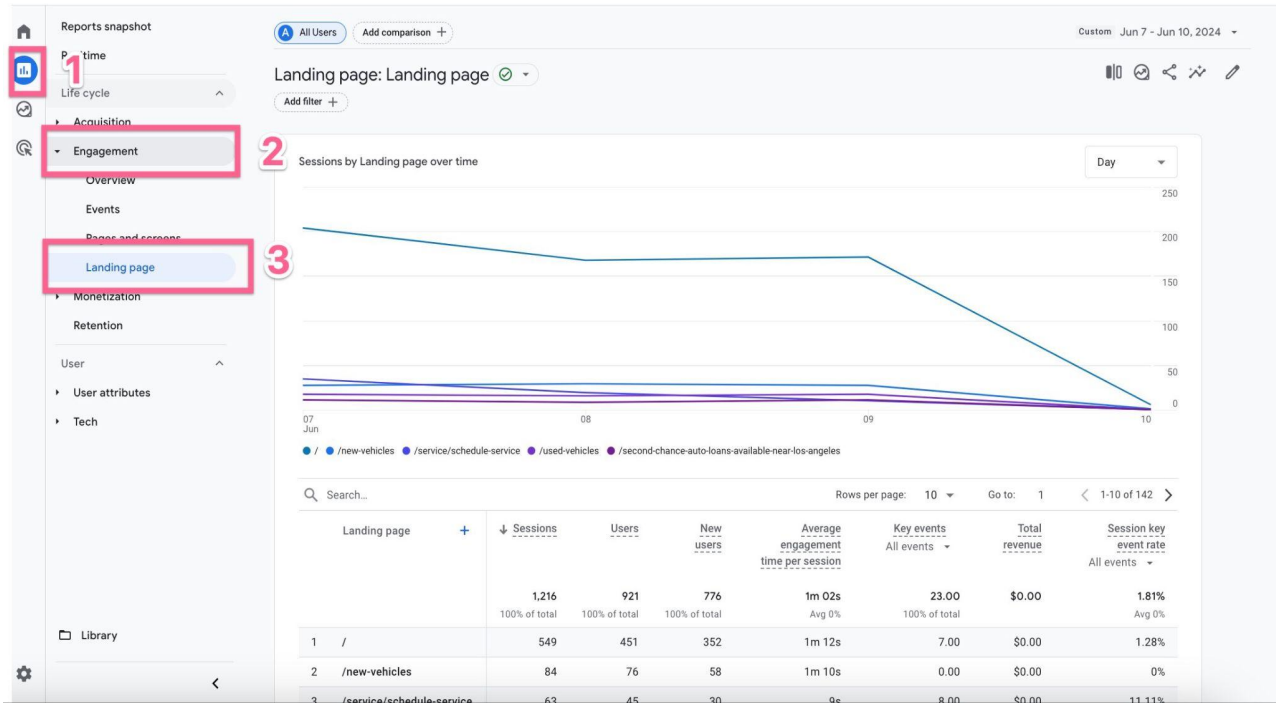
Landing Page Report Insights

The Landing Pages report in Google Analytics 4 (GA4) provides a high-level overview of how visitors interact with specific pages when they first visit a website.

Here's a simple breakdown of what information can be found using this report:

- The number of times users have landed on these pages
- Length of time users stay on each page
- If users leave without doing anything
 - Why is this important? This information can help you determine which pages are popular and how engaging they are.
- If users complete a desired action, like filling out a form or buying something, after landing on a page
 - Why is this important? This helps you know which pages are good at getting people to take action.
- Paths users take after landing on certain pages
- How many people move through each step of a process on a page
 - Why is this important? This helps you understand how users move around your website and where they might get stuck and/or leave, as well as areas that might need improvement.
- Actions users complete on a page, like clicking on a button or watching a video
 - Why is this important? This helps you understand how people interact with your pages, content, and tools.
- What people are doing on landing pages right now.
 - Why is this important? This allows you react quickly to changes in traffic or behavior.
- How well ads are performing at driving users to your landing pages
 - Why is this important? This helps you understand the effectiveness of your Digital Advertising strategy and make adjustments as needed.

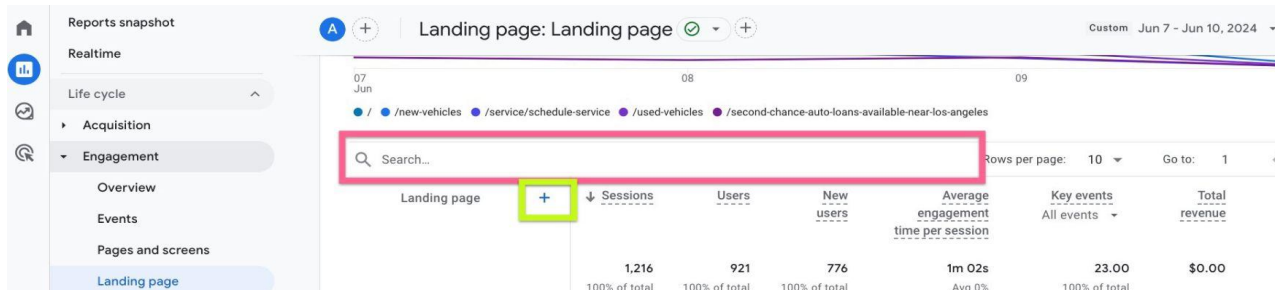
Viewing the GA4 Standard Landing Page Report



Navigate to the premade Landing page report by clicking on the **Reports** button on the left hand side of the screen, then clicking on **Engagement**, and finally **Landing page**.

Once you have navigated to the Landing Page report, GA4 will automatically display a list of landing pages and default metrics for each that can be used to gain a high-level view of overall landing page performance.

To view data for one or more landing pages, you can apply a filter to the report or use the search bar above the report table. You are able to click on the plus sign **+** to gain deeper insight on landing page performance across different dimensions, such as traffic sources or device categories.



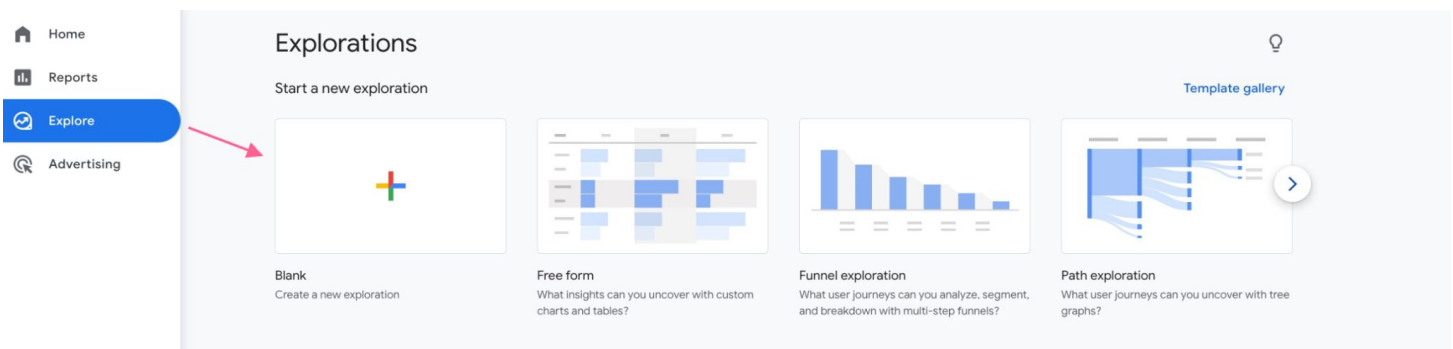
Landing Page Report vs Exploration Report

As discussed beforehand, the standard **Landing page** report is a pre-built report provided by GA4, offering a predefined set of metrics and dimensions related to landing pages. While the standard report offers convenience and quick access to key metrics, it may not always provide the level of customization or specific insights needed for more in-depth analysis.

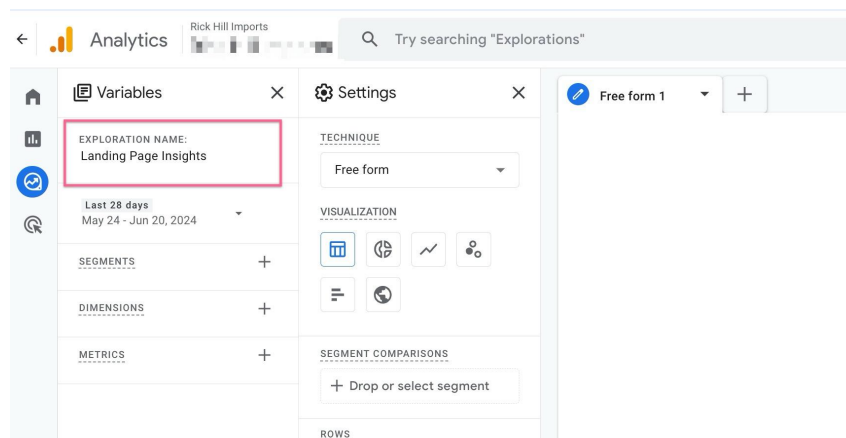
In contrast, the **Explore** feature in GA4 allows you to create custom reports tailored to your specific analysis needs. You have greater flexibility in selecting metrics, dimensions, filters, and segments to include in your report. You can also choose dimensions and filters to segment your landing page data based on various criteria, such as traffic source, device type, user demographics, or behavior. An exploration report enables you to create more granular and specialized landing page reports that provide deeper insights into user behavior, conversion paths, and performance drivers.

Building an Exploration Report

Step 1: Explore Reports > Choose a Blank Exploration



Step 2: Rename your report - for this example we'll use **Landing Page Insights**

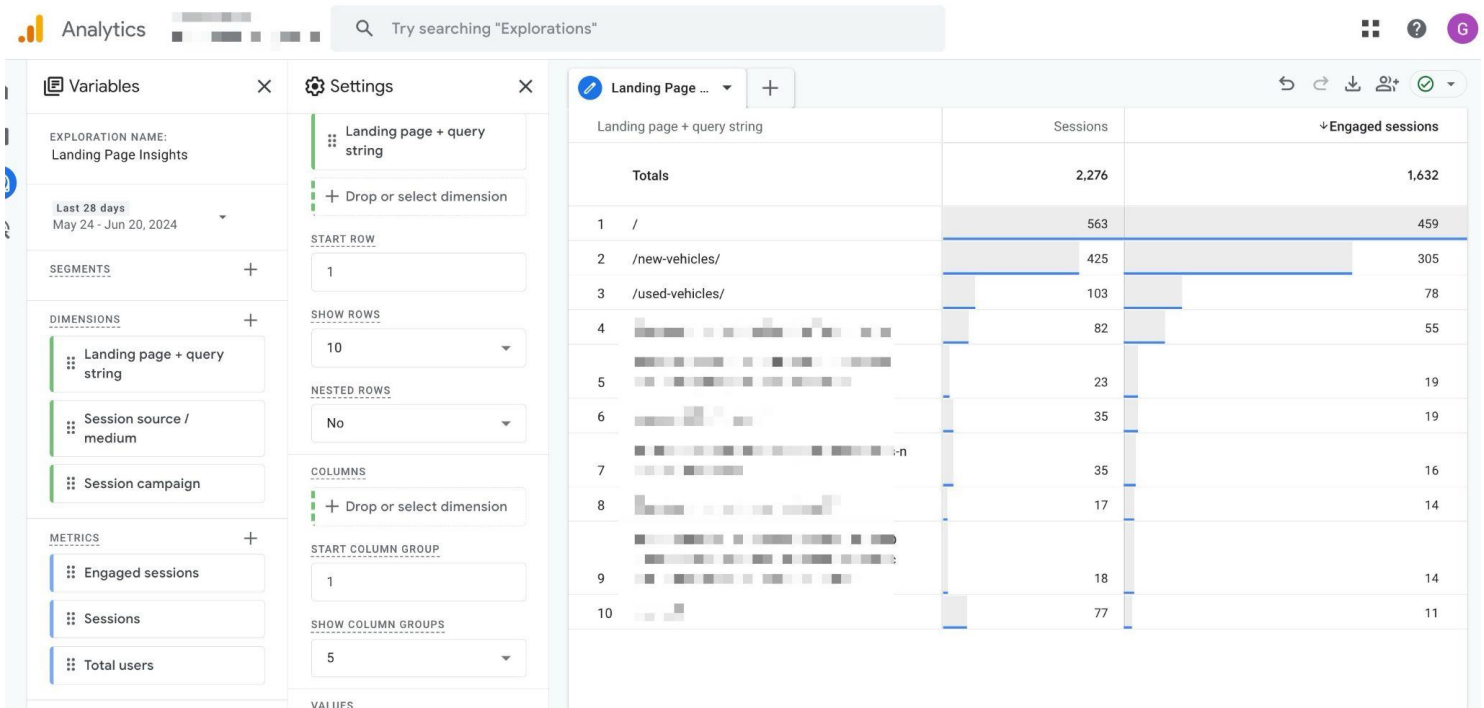


Step 3: Add desired dimensions and metrics by clicking on the + plus sign next to each box

After clicking the plus sign next to Dimensions, search for and select the dimension **Landing page + query string**. You can also add other dimensions you want to use to analyze for this report. For example: session default channel group, session source / medium, and/or session campaign. Click on **Import** to add them to the exploration report.

Search for and select the metrics you want to use to analyze this landing pages report. For example: sessions, users, engaged sessions, and average engagement time per session, etc. Click on **Import** to add them to the exploration report.

Double click or drag and drop each dimension and metric over to the right hand **Settings** column to add them to the report.



The screenshot shows the Dealer Inspire Analytics interface. On the left, there are panels for 'Variables', 'Settings', 'Segments', 'Dimensions', and 'Metrics'. The 'Settings' panel is active, showing configuration for the report 'Landing Page Insights'. The 'Dimensions' panel includes 'Landing page + query string', 'Session source / medium', and 'Session campaign'. The 'Metrics' panel includes 'Engaged sessions', 'Sessions', and 'Total users'. The main area displays a table with the following data:

Landing page + query string		Sessions	Engaged sessions
Totals		2,276	1,632
1	/	563	459
2	/new-vehicles/	425	305
3	/used-vehicles/	103	78
4		82	55
5		23	19
6		35	19
7		35	16
8		17	14
9		18	14
10		77	11



Why am I seeing (not set) as one of my top landing pages?

Most GA4 properties will likely have some (not set) landing page traffic as a result of some factors outside of our control. Here are a few examples of reasons why you may be seeing (not set) landing pages in your report:

- **Redirects:** If users are redirected from one page to another, especially if the redirect happens server-side or very quickly client-side, the landing page might not be recorded properly.
- **Ad Blockers and Privacy Extensions:** Users with ad blockers or privacy extensions might prevent GA4 from collecting landing page data.
- **Bots and Crawlers:** If your website receives traffic from bots or crawlers, GA4 may record (not set) values for landing pages if these automated visitors do not provide valid referrer information.
- **User Behavior:** In some cases, users may navigate to a different page before the GA4 tracking code has a chance to capture the landing page information, especially if the page load time is slow.