**Audience:** Details on your data

* Overview: Where I spend a lot of time
	+ Date Range
	+ Metric Selection
	+ Day/Week/Month
	+ Run through each metric, show you can hover over each for explanation
	+ Explain Demographics on left side
* Demographics
	+ Key Metric: % New Sessions
* Interests
	+ Based off of online interests
* Geo
	+ Location
		- Country > State > City
		- Secondary Dimension: Device Category
* Behavior
* Technology
* Mobile

**Acquisition:** Where Your Traffic Comes From

* Overview: Same metrics as in audience with conversions added (will get to that later)
* All Traffic
	+ Channels
* Google Ads
	+ Campaigns
* Search Console
* Social
* Campaigns
	+ Promotions or ads you are running

**Behavior:** How your traffic interacts with your website

* Review the new metrics on this page
* Explain behavior flow
* Site Content
	+ All pages
		- Filter by different metrics
	+ Landing pages – pages where visitors entered
	+ Exit pages – pages where visitors exited website
* Site Speed
* Site Search
* Events – Used for event tracking and tracking interactions on your website. Needs to be set up by developer usually with Javascript

**Conversions: Measure the success of your website**

* Goals
	+ Overview – review how to use page
* How to create a goal:
	+ Admin > View > Goals