**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