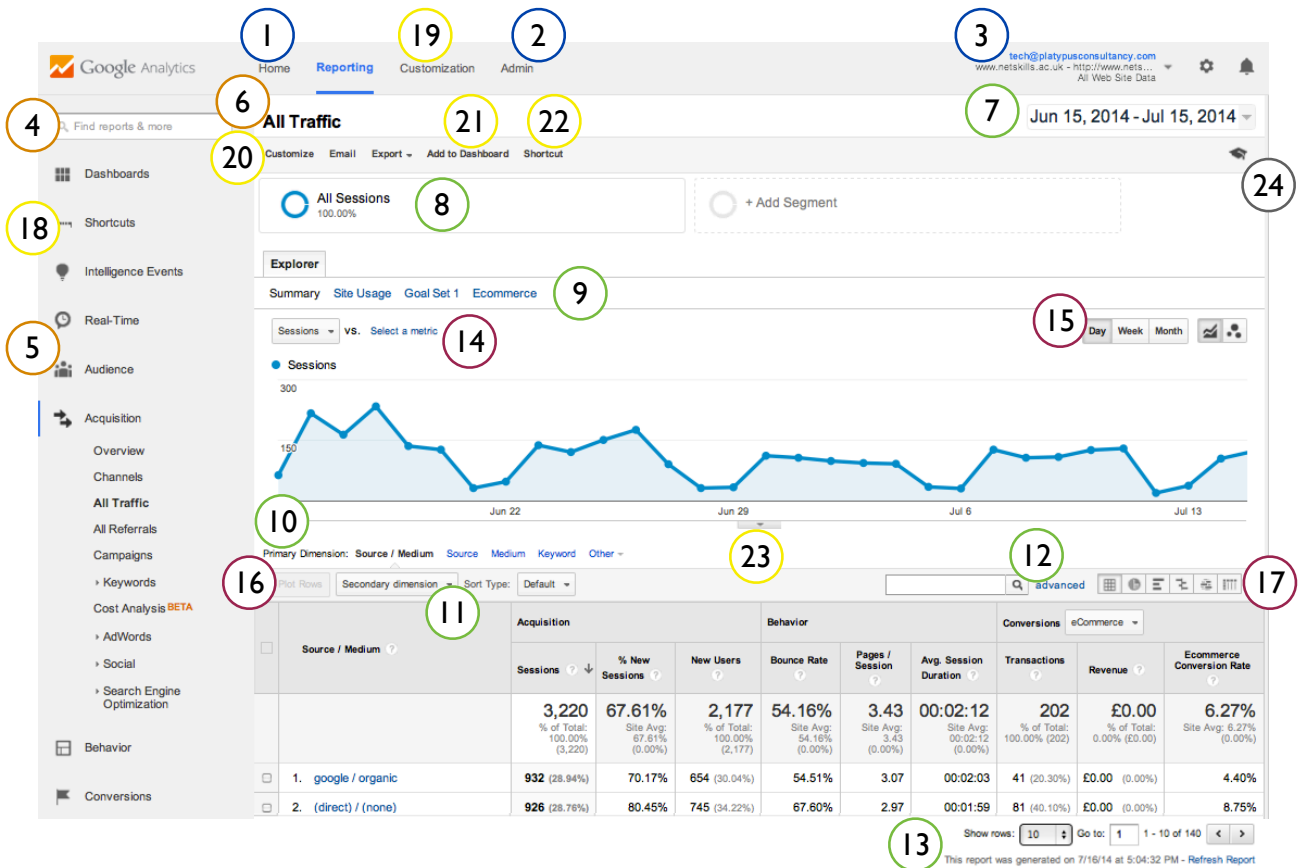


Guide to Google Analytics interface



Legend

Account Controls

- 1 Property list
- 2 Administrative settings
- 3 Account/view selector

Report Navigation

- 4 Report finder
- 5 Main reports: Real-Time, Audience, Acquisition, Behavior, Conversions
- 6 Report title

Data Inclusion Controls

- 7 Date selector
- 8 Advanced segments
- 9 Metric group selector
- 10 Primary dimension selector
- 11 Secondary dimension selector
- 12 Table filter
- 13 Table controls

Graph & Visualisation Controls

- 14 Metric view selector
- 15 Graph increment selector
- 16 Plot Rows
- 17 Data view selector

Sharing, Customising, Alerting

- 18 Dashboards, Realtime, Intelligence Events
- 19 Customization
- 20 Customize, Email, Export
- 21 Add to Dashboard
- 22 Shortcuts
- 23 Annotations

Help Resources

- 24 Contextual help