Recipe:
Numbers & Noodles

What: A report to see how many people visited your site and how many pages they viewed.

Why: Traffic Analysis | User Engagement | User Time Spent

Ingredients

Users
Total no. of unique visitors

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Total no. of unique visitors

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Total no. of unique visitors

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Total no. of unique visitors

Instructions

Step 1 | Open GA4 and go to **Reports > Reports Snapshot** for a quick overview. **This shows;** total users, new users, avg. engagement time.

Step 2 | For more detail, go to: **Reports > Engagement > Pages and screens. This shows;** views per page, users per page, avg. engagement time per page.

Step 3 | Want site-wide totals? Head to: **Reports > Acquisition > User acquisition. This shows;** how many new users came to your site, and from where.

Recipe:
Channel Soup

What: Understand how users find your website: organic search, social media, email, referrals, or paid ads

Why: Traffic Analysis | User Engagement | User Time Spent

Ingredients

Traffic
Acquisition Report

Default Channel Grouping
Lorem Ipsum

Source / Medium
Optional, total no. of visits

Session Campaign
UTM Tagged Data (optional)

Instructions

Step 1 Open GA4 and go to **Reports > Acquisition > Traffic Acquisition** in the left hand nav.

Step 2 Review Session default channel group for high-level insight of where traffic is coming from.

Step 3 Drill Down by **Session Source/Medium**. Click a specific channel to see Source/Medium for more granularity (e.g., facebook.com / referral).

Step 4 Drill Down by **Session Campaign** to evaluate tagged marketing efforts like newsletters or ad campaigns. (Make sure they're UTM-tagged!)

Recipe:
Click Chip Cookies

What: Track what users are clicking. External links, downloads, and more. So you know what content is actually working.

Why: Traffic Analysis | User Engagement

USES GOOGLE EXPLORATIONS

Ingredients

Custom Events
click_url, file_download

Custom Dimensions
file_name, click_url, link_text

Explorations
Deep dive into your data

Date Range
Choose your time period

Instructions

Step 1 Navigate to **Reports > Engagement > Events**. Look for events like **click, file_download**, or **outbound_click**.

Step 2 Click into an event (e.g., file_download) to see built-in metrics like: Total Events, Users, Event Count per User. (NOTE: only default parameters will show unless otherwise configured.)

Step 3 Head to Explore for Full Flavor. Go to **Explore > Free-form Exploration. Add Rows**: Choose Event Name or a specific event like click or file_download. Season with **Columns (optional)**: Add dimensions like Page path or Device category. Mix in **Metrics:** Use Event count, Users, Conversions (if applicable)

Step 4 Add **Custom Dimension** Layers with dimensions like like **file_name** (download file name), **click_url** (destination of the clicked link) and more!

Step 5 Create **Filters** to Refine the Batch (optional). Filter to view only file_download or click events, or narrow it down to a specific page or source.

Recipe:
Conversion Curry

What: Understand the journey users take before joining. What pages they visit, actions they take, and how they arrive. So you can optimize your funnel and remove friction.

Why: User Engagement | Conversion Optimization

USES GOOGLE EXPLORATIONS

Ingredients

Custom Events
Conversion Event set up. Click, Page URL, etc.

Custom Dimensions
page_path, page_title

Explorations
Deep dive into your data

Instructions

Step 1

Open **GA4 > Explore > Funnel Exploration**. Create a new exploration to visualize the join journey.

Step 2

Define the Funnel Steps (look for pencil). Use event names and page views to set a linear journey. Examples include

- Step 1: Page view → /membership
- Step 2: Page view → /membership-benefits
- Step 3: Event = membership_join or link_url (often an AMS link)

Step 3

Customize the Funnel Settings

- **Funnel Type**: Choose open if users can skip steps; closed if you want strict progression
- **Segment by Traffic Source** to see which channels convert best (use session source / medium)

Step 4

Build a Path Exploration (Optional)

- Open Explore > Path Exploration
- Start with either **page_view** or **membership_join** as your ending point
- Reverse paths to see what users did right before joining
- Filter by session source, device, or specific URLs

Recipe:
Engagement Gumbo

What: Evaluate how different types or sections of content are performing using content groups and engagement metrics like time, scroll, and conversions.

Why: Content Analysis | User Engagement

Ingredients

Content Groups
Set up in GTM based on URL

Views
Total no. of views

Avg Engagement Rate
How engaged are they?

Avg Engagement Time
How long viewed?

Instructions

Step 1 Go to **Reports > Engagement > Pages and Screens**

Step 2 Use the dimension selector at the top left to switch from Page title and screen class to **Content Group.**

Step 3 Review these key **metrics**:

- **Views**: Basic popularity
- **Average engagement time**: Time spent on content
- **Engagement rate**: % of sessions with meaningful interaction