



DIGITAL MEETUP
UMC DIGITAL

Data Driven Title II Compliance

Accessing Key Metrics in Google Analytics 4 (GA4)

These instructions assume you're logged into your Google Analytics 4 account.

1. Views (Page Views)

In GA4, what used to be "Page Views" is now primarily referred to as "**Views**."

How to find it:

- On the left-hand navigation, go to **Reports > Engagement > Pages and screens**.
- In the main report table, you'll see your individual pages listed, and the "**Views**" column will show you the total count of times each page was loaded.
- The overall total "Views" for your entire site can also often be seen at the top of this report or in the **Events** report (looking at the page_view event count).

2. Engaged Sessions

This metric is all about how many of your user sessions involved meaningful interaction.

How to find it:

- On the left-hand navigation, go to **Reports > Life cycle > Acquisition > Traffic acquisition**.
- In this report, you'll find the "**Engaged sessions**" column, which shows the count of sessions that met GA4's engagement criteria (lasted over 10 seconds, had a key event, or included 2+ page views). This report is great for seeing which traffic sources drive the most engaged users.
- You can also find "Engaged sessions" in the **Reports > Engagement > Pages and screens** report, showing engagement broken down by page.

3. Session Duration (Average Session Duration)

GA4 calculates "**Average Session Duration**" based on engaged time, giving you a more accurate picture of active user time.

How to find it:

- On the left-hand navigation, go to **Reports > Life cycle > Acquisition > Traffic acquisition**.
- You'll find the "**Average session duration**" column in the main report table. This shows the average length of time users were actively engaged during their sessions, often broken down by traffic channel.
- You can also add this metric to many other GA4 reports by customizing them.

4. Bounce Rate

In GA4, **Bounce Rate** is essentially the inverse of the Engagement Rate. A session is a bounce if it was *not* an engaged session.

How to find it:

- **You might need to add this metric** to your reports, as it's not always visible by default in all standard reports.
- Go to **Reports > Life cycle > Acquisition > Traffic acquisition**.
- Click the "**Customize report**" icon (usually a pencil icon) in the top right corner of the report.
- Select "**Metrics**."
- Click "**Add metric**" and search for "**Bounce rate**." Add it to your report.
- Once added, you'll see the "Bounce rate" column in your traffic acquisition report, showing the percentage of non-engaged sessions for different traffic sources.



DIGITAL MEETUP
UMC DIGITAL

Data Driven Title II Compliance

Action Plan:

Priority	Page Importance	Issue Impact	Estimated Effort
P1 Immediate Action / Top Priority	High Greater than 80% audience	Critical Prevents users from accessing content	Focus on fixing these first
P2 High Priority	Medium Greater than 50% audience	Serious Significantly impairs usability or causes frustration	Schedule these soon after P1 issues
P3 Backlog / Future Consideration	Low Less than 20% audience	Moderate/Minor Causes minor inconvenience or reduces efficiency	Address when higher priorities are clear or as part of general cleanup.