Google Analytics 4 Report Checklist

Landing Page with Referral Source & Campaign

Before You Start

[ ] You have access to your organization's GA4 property

[ ] Google Analytics tag is correctly installed on your site

[ ] Landing page links use UTM parameters (utm_source, utm_medium, utm_campaign)

Build the Report in GA4 Explore

1. Access GA4 Explore

[ ] Go to analytics.google.com

[ ] Choose the correct GA4 property

[ ] Click Explore from the left menu

[ ] Click 'Blank' to start a new custom report

2. Add Dimensions

[ ] Click '+' next to Dimensions

[ ] Add and import: Landing page + query string, Session source / medium, Session campaign

3. Add Metrics

[ ] Click '+' next to Metrics

[ ] Add and import: Sessions, Users, Conversions (if defined)

4. Configure Tab Settings

[ ] Rows: Drag in Landing page + query string

[ ] Columns (optional): Drag in Session source / medium or Session campaign

[ ] Values: Drag in Sessions, Users, and Conversions

[ ] Filters: Add Landing page + query string, set to 'contains' your landing page path (e.g. /jobs/lna-trainee)

5. Apply & Review

[ ] Click Apply to view results

[ ] Confirm landing page traffic is shown by source and campaign

6. Export or Share Report

[ ] Click Share icon (top right)

[ ] Choose: PDF, CSV, or Share link (if others have GA access)

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Bonus: Campaign Link Builder

[ ] Use Google Campaign URL Builder (https://ga-dev-tools.web.app/campaign-url-builder/)

[ ] Tag links in job ads, e.g. ?utm_source=facebook&utm_medium=boost&utm_campaign=lna_summer