



GA4 EXPLORE

Identify Your Most Valuable Organic Channels



A step-by-step guide to building a custom Explore report that shows which organic channels drive meaningful engagement, plus tips for making sense of your data.



WELCOME!

Hi, I'm Caitlin, a marketing analyst and content strategist. I started using GA4 to help people turn numbers into strategy and next steps for their business.

This explore is to help businesses owners, marketers, or anyone who owns a website understand which organic channels create the most value for their business.

Note: in this example we'll be using the data from Google's demo account so you can see what this should look like.

We'll also cover a few quick tips for making sense of what you're seeing. I'm so excited to help you get the most out of your data. Ready to get started? Let's dive in!

Caitlin