

Google Analytics 4 basics: where visitors come from, what they read and which forms they send, on one page

The steps from the free GA4 Basics course, practised there on real Google Analytics 4 screens. Reading reports changes no settings.

New words

User

One person (one browser). **Active users** engaged in the date range.

Session

One visit. **Engaged session**: 10+ seconds, 2+ pages or a key event.

Event

Anything a visitor does: `page_view`, `scroll`, `click`, `form_submit`.

Where visitors come from

1. **Reports** (bar chart icon) > **Reports snapshot**: Active users, New users, Engagement time, Event count.
2. **Acquisition** > **Traffic acquisition**, scroll to the table: one row per channel.
3. Compare **Sessions** and **Engagement rate** per channel.
4. Dimension dropdown > **Session source / medium** for the exact sites.

What they read and send

1. **Engagement** > **Pages and screens**: pages by Views.
2. Event count > **All events** > **form_submit**: enquiries per page.
3. **Engagement** > **Events**: every event; compare `form_start` with `form_submit`.

Read it right

- Use **Last 28** or **Last 90 days**; one day is noise.
- Date range and dimension changes only change your view.
- Key events are marked by an admin under **Admin** > **Data display** > **Events**.

Remember: Put your time into the channel with the most engaged visits, and rewrite the pages people read but rarely act on.

Practice it free: Google Analytics 4: See Which Channel Brings Your Visitors for Marketing at learn.ynteractive.com/modules/ga4-traffic-sources. This sheet: learn.ynteractive.com/content/cheat-sheets/ga4-basics. The small consultancy is a made-up business from the lesson. By Robert Breen, October 24, 2026.