

Looker Studio (Data Studio) basics: connect GA4 and build a one-page website report, on one page

The steps from the free Looker Studio Basics course, practised there on real Data Studio screens. Reports are private until you share them.

New words

Data source

The saved connection to your data, e.g. one **GA4** property.

Dimension

What you group by: **Date**, **Session default channel group**.

Metric

What you count: **Active users**, **Sessions**, **Engagement rate**.

Connect and headline

1. **Create a report** > **Google Analytics** (Authorize once) > account > property > **Add**.
2. Click **Untitled Report** and name it.
3. **Add a chart** > **Scorecard**, click the page, set the metric. Repeat for 3 numbers.

Trend, channels, dates

1. **Add a chart** > **Time series** (Date + one metric).
2. **Add a chart** > **Table**, dimension **Session default channel group**, metrics **Sessions** + **Engagement rate**.
3. **Add a control** > **Date range control**, top right.
4. **View**, then pick **Last 30 days** > **Apply**.

Share it right

- New reports are **private**; **Share** adds people by email.
- Shared viewers see the numbers through your connection, even without GA4 access.
- Check the report in **View** mode before you send the link.

Remember: Build the report once, share one link, and stop sending screenshots.

Practice it free: Looker Studio: Connect GA4 and Build Your First Report at learn.ynteractive.com/modules/looker-studio-ga4-first-report. This sheet: learn.ynteractive.com/content/cheat-sheets/looker-studio-basics. The small office is a made-up business from the lesson. By Robert Breen, October 25, 2026.