DASHBOARDS

Dashboard is an interface showing graphical status of the trends of your business key performance indicators. This helps you to take instantaneous and intelligent decisions. It gives you a visual display of important data that can be encapsulated in a single space to let you monitor in a glance.

Dashboard Implementation

In Google analytics, you can create dashboards according to your requirements. Dashboards are used for finding data. With the help of dashboards, you can quickly analyze the data. In dashboard, you have to create widgets as per your requirements.

The following image shows how to create a dashboard −
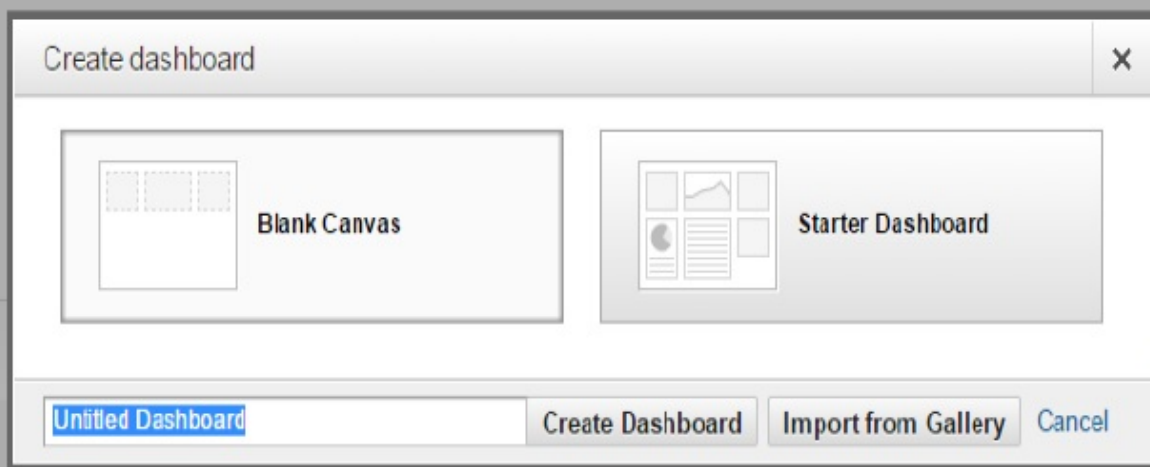
Types of Dashboards

You can create dashboards according to your requirements. Following are the main types of dashboards −

- SEO dashboardContent dashboard

- Content dashboard

- Website performance dashboard

- Real time overview dashboard

- Ecommerce dashboard

- Social Media dashboard

- PPC dashboard

In every dashboard, you have to create widgets. Widgets are form in graphical or in numbers.

For example, if you want to create a dashboard for SEO, you have to create a widget for the total traffic, for the organic traffic, for the keywords, etc. You can analyze these metrics with the help of SEO dashboard.

If you want to create a dashboard for website performance, then you have to create a widget for website avg. page load time, Website server response time, Page load time for mobile, and Check page load time by browser. With the help of these widgets, you can easily analyze the website

performance.

Metrics for Every Dashboard

- **Search Engine Optimization** SEO − Organic traffic, Website total traffic, Keyword used in Organic, Top landing pages, etc.

- **Content** − In content dashboard, you have to monitor traffic for blog section, Conversion by blog post, and Top landing page by exit.

- **Website Performance Dashboard** − Avg. page load time, Mobile page load time, Page load time by browser, and Website server response time.

- **Real Time Overview Dashboard**− In real time overview, you can set a widget for real time traffic, Real time traffic source, and real time traffic landing pages.

- **Ecommerce Dashboard** − In ecommerce total traffic, Landing by products, and Total sale by products.

- **Social Media Dashboard** − In social media traffic by social media channel, Sale by social media, most socially shared content.

- **PPC dashboard** − In pay per click PPC dashboard, you need to include clicks, impressions, CTR, converted clicks, etc.

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