GA4 dashboard blueprint

Eight tiles, one page, fifteen minutes a month. The Looker Studio dashboard we build for small businesses, with the steps to build it yourself for free.

> **Traffic is not results.** Out of the box, GA4 tells you how many people visited. It only tells you how many enquired if you set up key events for the form submit and the phone-number tap (page 2, step 0). Do that first or the dashboard will look busy and tell you nothing.

The eight tiles (what the finished page looks like)

TILE 1

Users

1,240 vs 1,105

Different people who visited this month, against last month.

BAD LOOKS LIKE: down two months running with no change in ads spend.

TILE 2

Sessions by channel

Organic search, Paid search, Direct, Referral, Organic social, Paid social.

BAD: one channel is 80% or more. If it stops, so do you.

TILE 3

Top landing pages

The ten pages people arrive on, with sessions and key events for each: which service pages earn their keep.

BAD: the homepage is 70% of landings (service pages aren't ranking), or a page gets traffic but zero key events (it isn't converting).

TILE 4

Conversions (key events)

38 form 14 · phone 19 · booking 5

Form submits, phone taps and booking clicks, each on its own line, last period alongside.

BAD: zero. It almost always means tracking is broken, not that nobody enquired. Check the form first.

TILE 5

Conversion rate

3.1% vs 2.6%

Key events divided by sessions. The one number that says whether the site is doing its job.

BAD: under 1% on a local service site. Fix the pages before buying more traffic.

TILE 6

Top pages by engagement

Pages ranked by average engagement time. Tells you what people actually read.

BAD: a key service page under 20 seconds. They looked and left.

TILE 7

Devices



Mobile, desktop, tablet: sessions and conversion rate for each.

BAD: mobile converts at half the desktop rate. Something on the phone layout is broken (Door 20, mistake 1).

TILE 8

Search Console top queries



The 15 search terms you appear for: clicks, impressions, average position.

BAD: only your own business name. You rank for who you are, not what you do.

Every tile: this month compared with the previous month. One page, no scrolling. If you need a second page, you've added something you won't read.

Building it in Looker Studio (about 45 minutes)

You need a Google account with access to your GA4 and Search Console properties. Looker Studio is free at lookerstudio.google.com.

0 **First, in GA4: mark key events.**
Admin, Events. Toggle "Mark as key event" on *form_submit* (or whatever your form plugin sends, such as *generate_lead*). For phone taps, Create event: name *phone_click*, condition *link_url* contains *tel:*, then mark it too. Without this, tiles 4 and 5 are empty.

1 **Create the report.**
Looker Studio, Create, Report. Name it "[Business] Monthly Dashboard". One landscape page (Theme and layout, Layout: 1123 by 794).

2 **Connect the data.**
Add data, Google Analytics, pick the property. Add data again, Search Console, pick the site, table "Site impression", type "web".

3 **Add a date range control at the top.**
Add a control, Date range control, default "Last month". Every chart follows it.

4 **Add the eight tiles**
with the field names below. On each chart, Setup, *Comparison date range: Previous period*, so the up/down arrow shows.

#	Tile	Chart	Dimension	Metric(s)	Sort / filter
1	Users	Scorecard	none	Total users	Previous period
2	Sessions by channel	Bar chart	Session default channel group	Sessions	Top 6 by Sessions
3	Top landing pages	Table	Landing page + query string	Sessions, Key events, Session key event rate	Top 10 by Sessions
4	Conversions	Table	Event name	Key events	Filter: Is key event is true
5	Conversion rate	Scorecard	none	Session key event rate	Percent, 1 decimal
6	Top pages by engagement	Table	Page path and screen class	Views, Average engagement time per session	Top 10 by Views
7	Devices	Table	Device category	Sessions, Session key event rate	3 rows
8	Search Console top queries	Table (SC source)	Query	Url Clicks, Impressions, Average Position	Top 15 by Url Clicks

5 **Schedule the email.**
Share, Schedule delivery, monthly on the 2nd at 7am, to you and whoever else should see it. A PDF arrives before you've thought about it.

6 **Check it against reality.**
Count last month's real enquiries from your inbox and phone log. If the dashboard says 38 and you had 60, tracking is missing something, usually calls from your Google Business Profile, which GA4 can't see. Log those separately.

Field names change. Google renamed "Conversions" to "Key events" in 2024. If a field above isn't there, type its first word in the field search; the new name is usually close.

The 15-minute monthly reading routine

Second business day of the month, dashboard PDF open. Same order every time. One line in the log, one action in the calendar.

1. **Minutes 0 to 3: Users and Conversions (tiles 1 and 4).**
   Up or down on last month? Write both numbers in the log before you do anything else.
2. **Minutes 3 to 6: Conversion rate and Devices (tiles 5 and 7).**
   If traffic is flat but conversions fell, something broke. Test the form and phone link on your own mobile now.
3. **Minutes 6 to 10: Channels and Landing pages (tiles 2 and 3).**
   Which channel grew or shrank? Which landing page gets traffic but no key events? That page is next month's job.
4. **Minutes 10 to 13: Search queries and Engagement (tiles 8 and 6).**
   Any query sitting at position 11 to 20? One good paragraph on the right page can move it to page 1.
5. **Minutes 13 to 15: pick one action.**
   One, not five. Write it in the last column with a date. Next month, check it happened first.

Monthly log for 2027

Month	Users	Key events	Conv. rate	Top channel	One action (and by when)
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

Want it built and read with you?

Ask on a free January planning call. Monthly support is $250 to $275 + GST a month; start by 31 March and the first month is free.

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