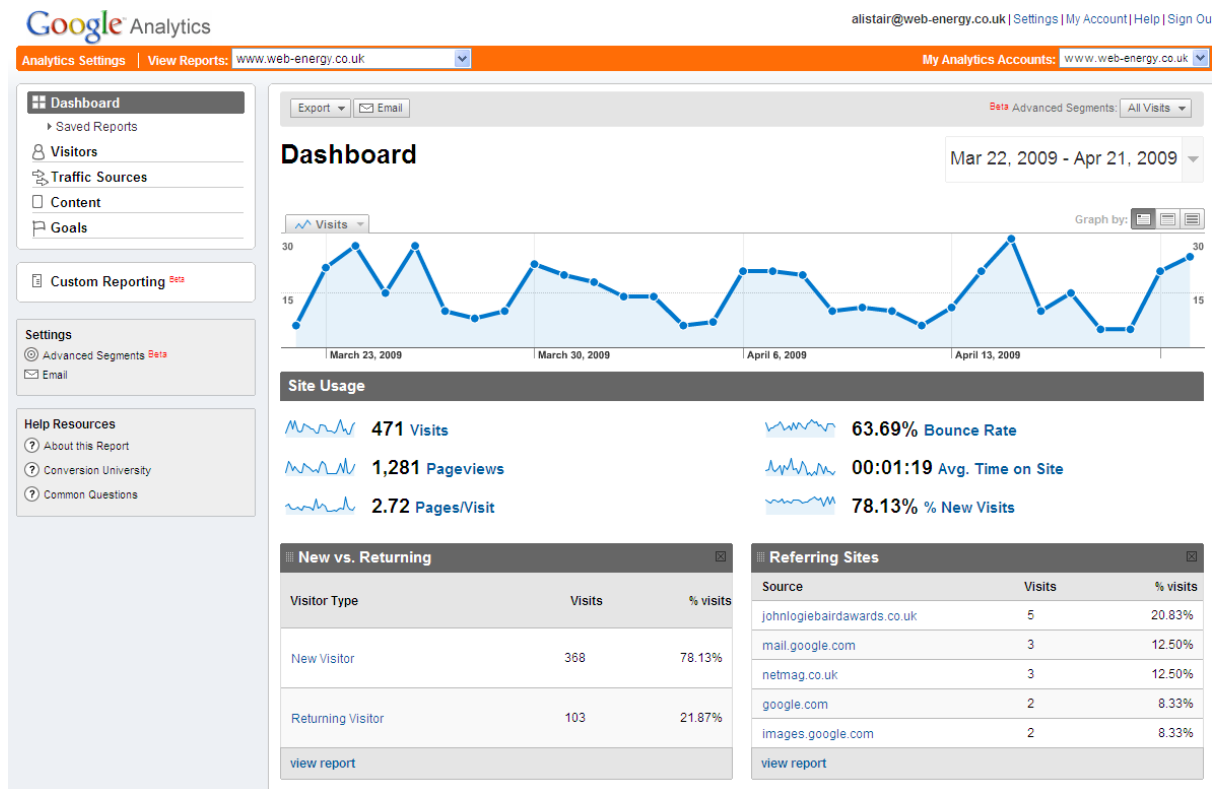


### 3. The Google Analytics 'Dashboard'

The **Dashboard** is your customisable collection of report summaries about your website, which acts as an Executive Summary of your key website data.

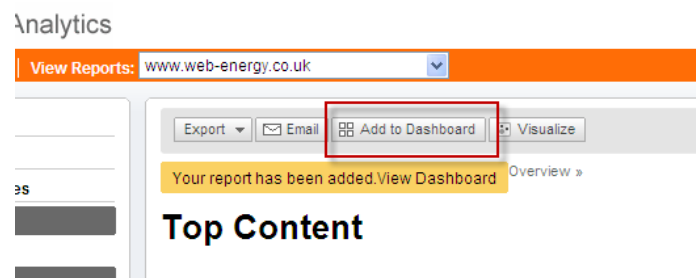
The Dashboard also allows you to drill-down to the underlying reports for more detailed information by selecting on the report summary Heading, or using the navigation on the left-hand edge of your Dashboard window.



You should **customise your Dashboard** to show the key reports that you want for your website.

#### 3.1. Adding a report to the Dashboard

If you wish to add a report summary to your Dashboard, navigate to the report and then click **Add to Dashboard** directly above the Report Title.



A confirmation message will appear to confirm that the report summary has been added to your Dashboard