

SOP: Al Traffic Source Report – GA4

Objective

To track and analyze referral traffic from generative AI platforms using Google Analytics 4 (GA4). This report provides insight into how users are arriving at your website through AI-generated content, search summaries, or chat-based suggestions from platforms such as ChatGPT, Gemini, Perplexity, Claude, and others.

Prerequisites

You must have Admin access to your GA4 property.

Training Video

Watch the walkthrough:

https://us06web.zoom.us/clips/share/eYY7blFuR7C1bx2wUalG1q

Tools Required

Google Analytics 4 (GA4)

Report Overview

- Report Name: Al Traffic Source Referrals
- Report Description:

This report tracks website traffic referred from major generative AI platforms such as ChatGPT, Gemini, Perplexity, Claude, and others.



Steps to Create the Report

Option 1: Create from Traffic Acquisition

1. In GA4, go to:

Reports > Acquisition > Traffic Acquisition

- 2. Click the **pencil icon** in the top-right corner of the report panel.
- 3. Select Customize Report.
- 4. Click Save as a new report.
- 5. Name the report:

Al Traffic Source Referrals

- 6. Under Filters, click Add filter and configure the following:
 - Dimension: Session source (Mark as DEFAULT)
 - Match Type: Regex (ignore case)
 - Value:
 - i. chatgpt\.com|openai\.com|perplexity\.ai|perplexity|gemini\.google\.com|ba rd\.google\.com|chat\.deepseek\.com|you\.com|claude\.ai|anthropic\.com| pi\.ai|mistral\.ai|phind\.com|poe\.com|huggingface\.co|caktus\.ai|writesonic \.com|copy\.ai|notion\.so|chatpdf\.com|chatdoc\.com|scispace\.com|magic al\.ai|neeva\.com
- 7. Click Apply, then Save.
- 8. Navigate to Library and add the saved report to the appropriate collection (e.g., Traffic Sources or Custom Reports) for quick access.

Option 2: Duplicate from Library

1. Go to:

Reports > Library

- 2. Locate the Traffic Acquisition report.
- 3. Click the three-dot menu (:) and choose Duplicate.
- 4. Customize the duplicated report:
 - o Rename: AI Traffic Source Referrals
 - Add the same Session source filter as outlined above.
- 5. Save and add the report to the desired collection.