

# AI Search Optimization report

IN  Looker



GOOGLE ANALYTICS

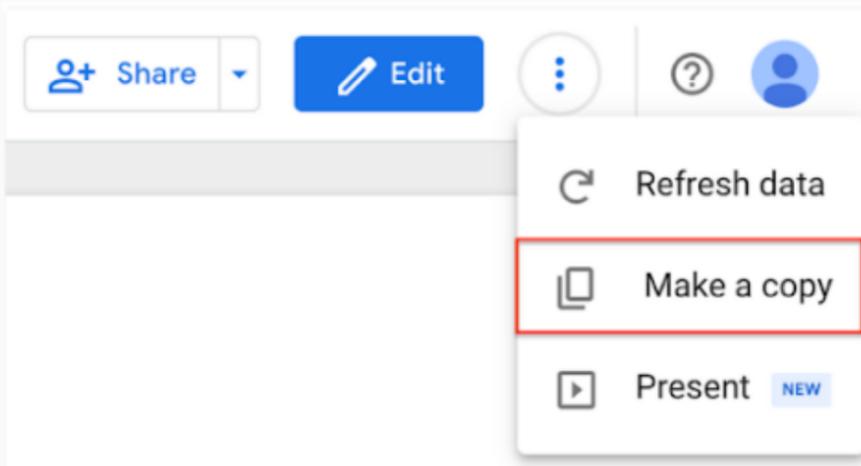
# Choosing Right Data Sources

## 01

Open the report via the link that is in the email, preferably on the Google account on which you have the access to the Google Analytics account.

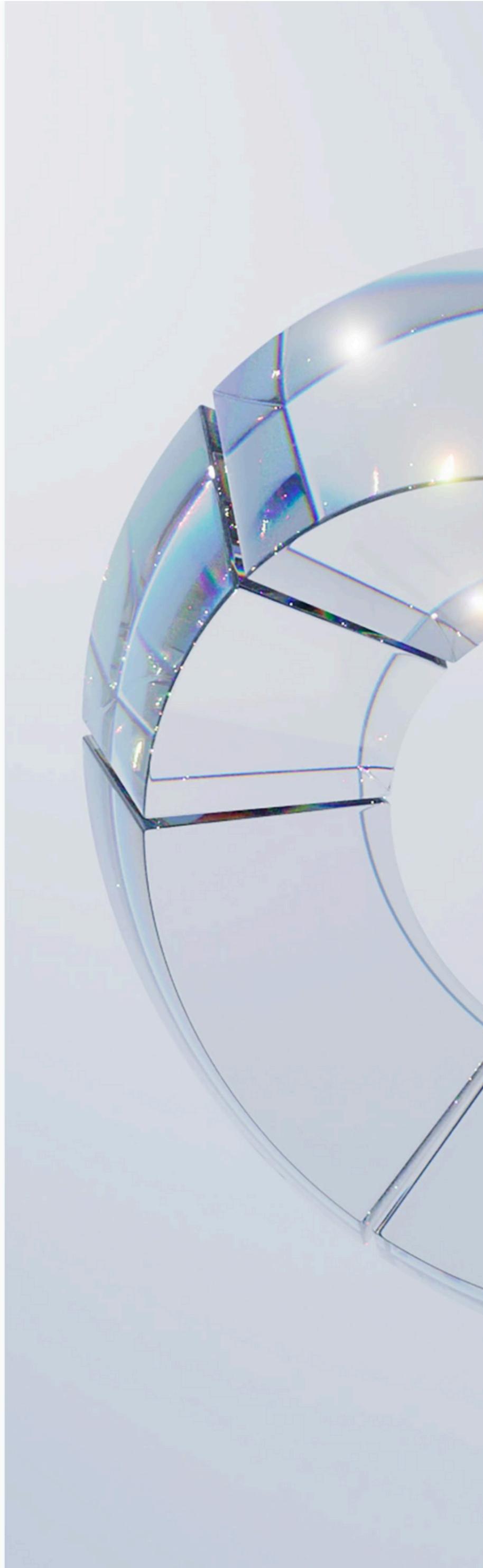
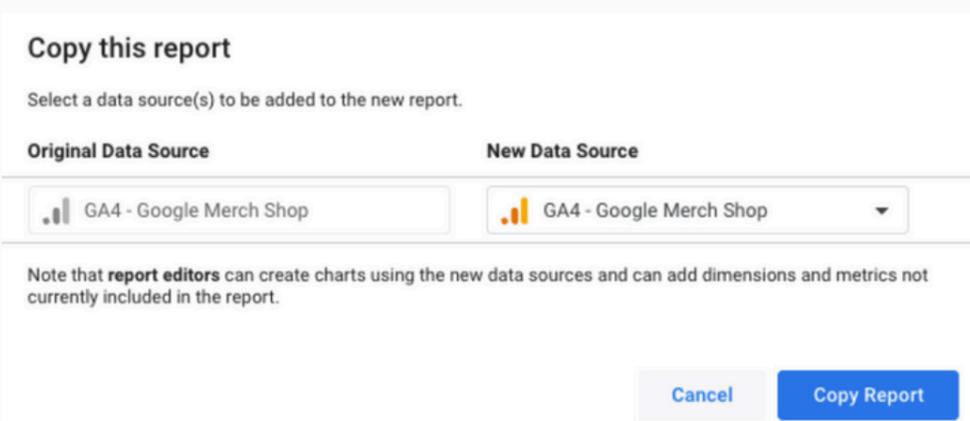
## 02

Select **Make a copy** in the top right-hand corner of the window.



## 03

Check the original data sources and link your own in front of the original. Pick your Google Analytics accounts from the drop down link on the right side as "New Data Source".





## DATA INSIGHTS

# Use the report

## 01

The reporting starts now. You can create your own data sources thanks to our connectors.

## 02

Filters for dedicated AI sources (mentioned below) are already set up.

## 03

You can adjust your data based on your preferences.

The screenshot shows a configuration interface for a data source. It includes a 'Name' field with the value 'GA4 session source / me', a connector selection field with 'GA4 - Google Merch Shop' selected, and a checkbox for 'Show suggested values while typing' which is checked. Below this, there is a filter configuration section with a dropdown set to 'Include', a selected filter 'Session source / medi.', a filter type dropdown set to 'RegExp Match', and a text input field containing the regex pattern: `.*gpt.*|.*chatgpt.*|.*openai.*|.*n`.

## REGEX USED FOR THE REPORT

```
.*gpt.*|.*chatgpt.*|.*openai.*|.*neeva  
.*|.*writesonic.*|.*nimble.*|.*outrider.  
*|.*perplexity.*|.*google.*bard.*|.*ba  
rd.*google.*|.*bard.*|.*edgeservices.  
*|.*gemini.google
```



INSIGHTS THAT DRIVE SUCCESS

# Learn how to analyse your data

## 01

Pick the date range you want to check

Select date range ▾

## 02

After copying the report, you can use drop down list to check the data for other GA4 properties linked to your account.



GA4 - Google Merch Shop ▾

Default

Q demo

✓ Demo Account > GA4 - Google Merch Shop

213025502

Demo Account > GA4 - Flood-It!

153293282

You are ready  
to be data-driven