

# How to use **GA4** to track traffic from AI-powered search engines



Harpreet

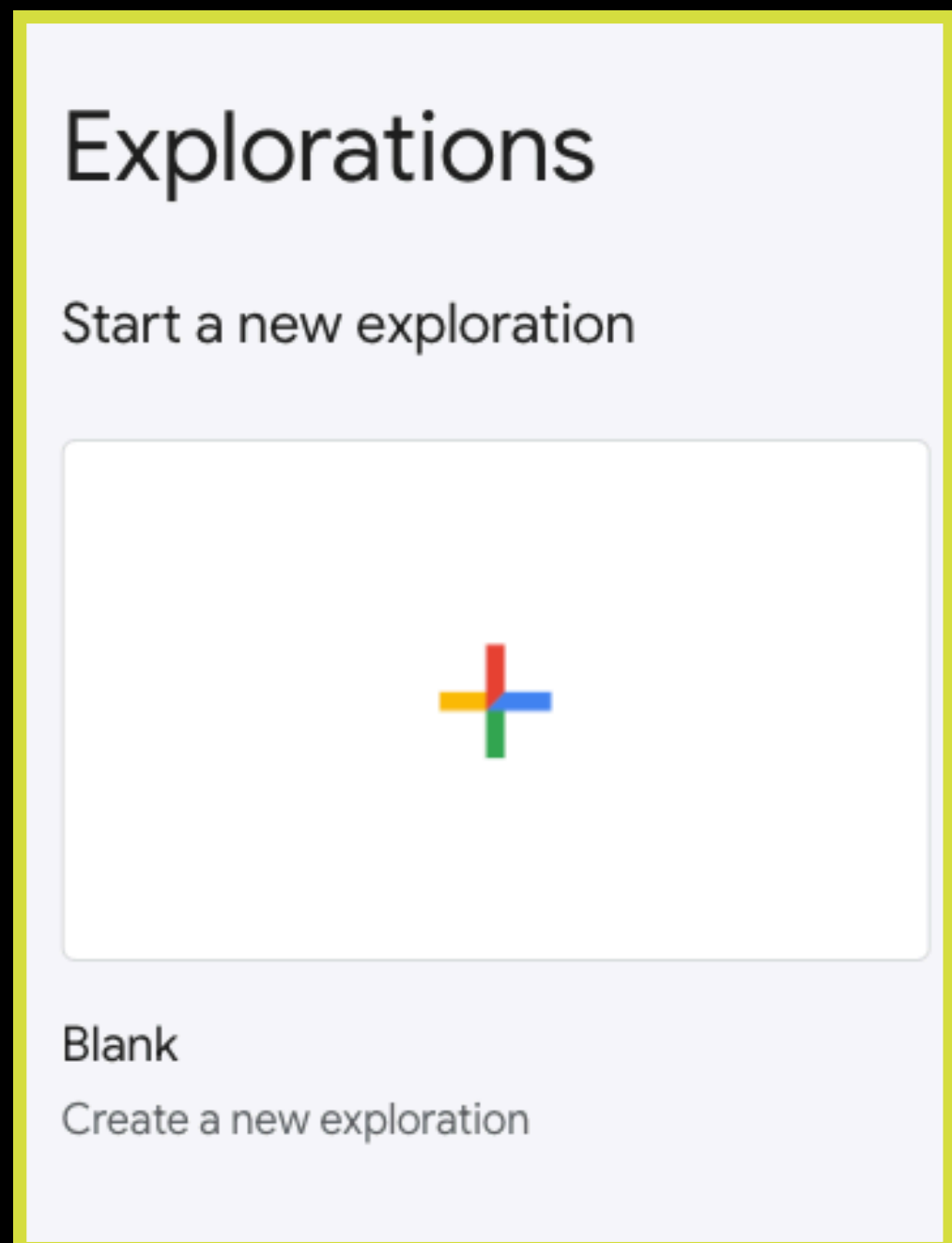
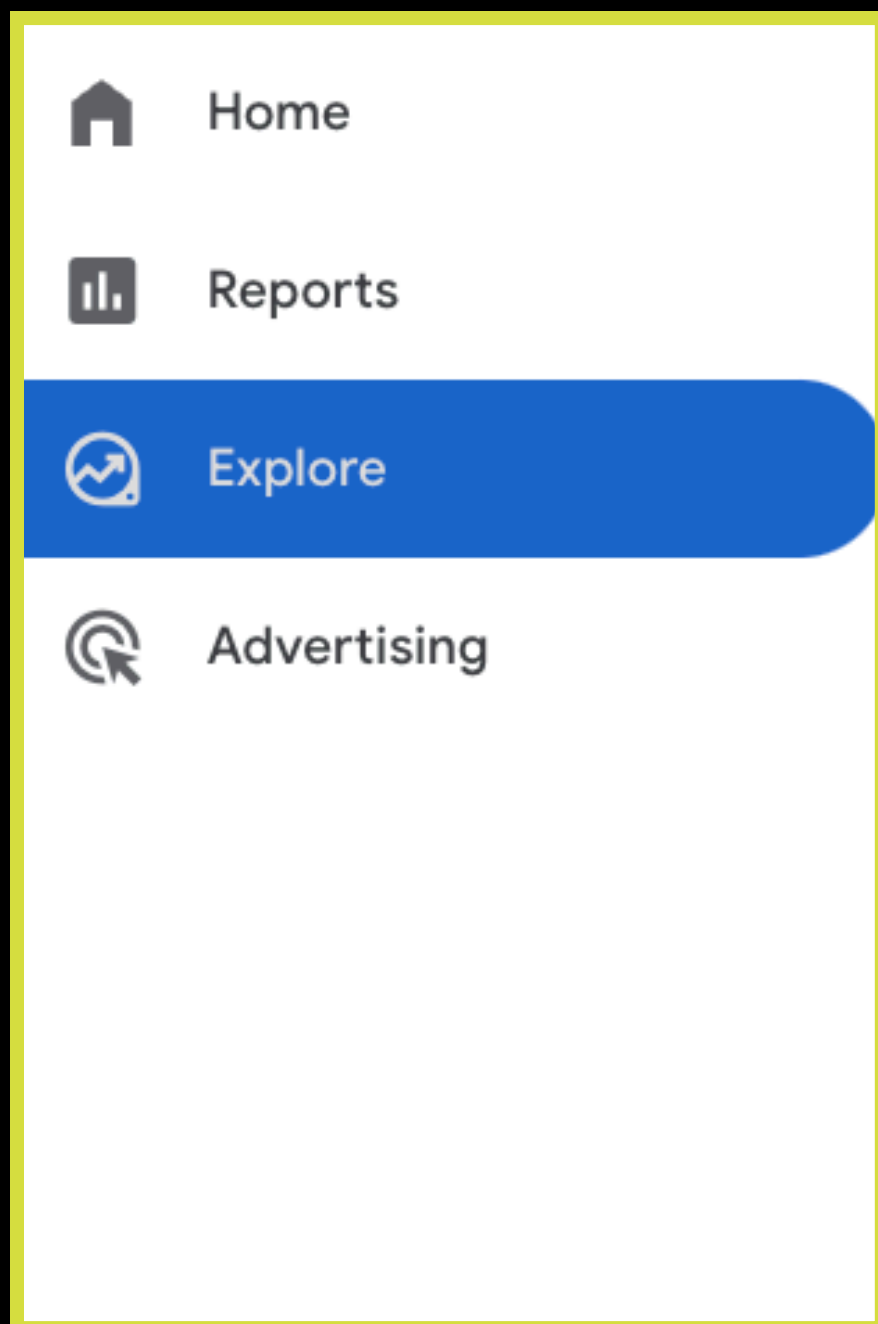
 <https://seoespresso.com>

 @harpreetchatha\_



## Step One

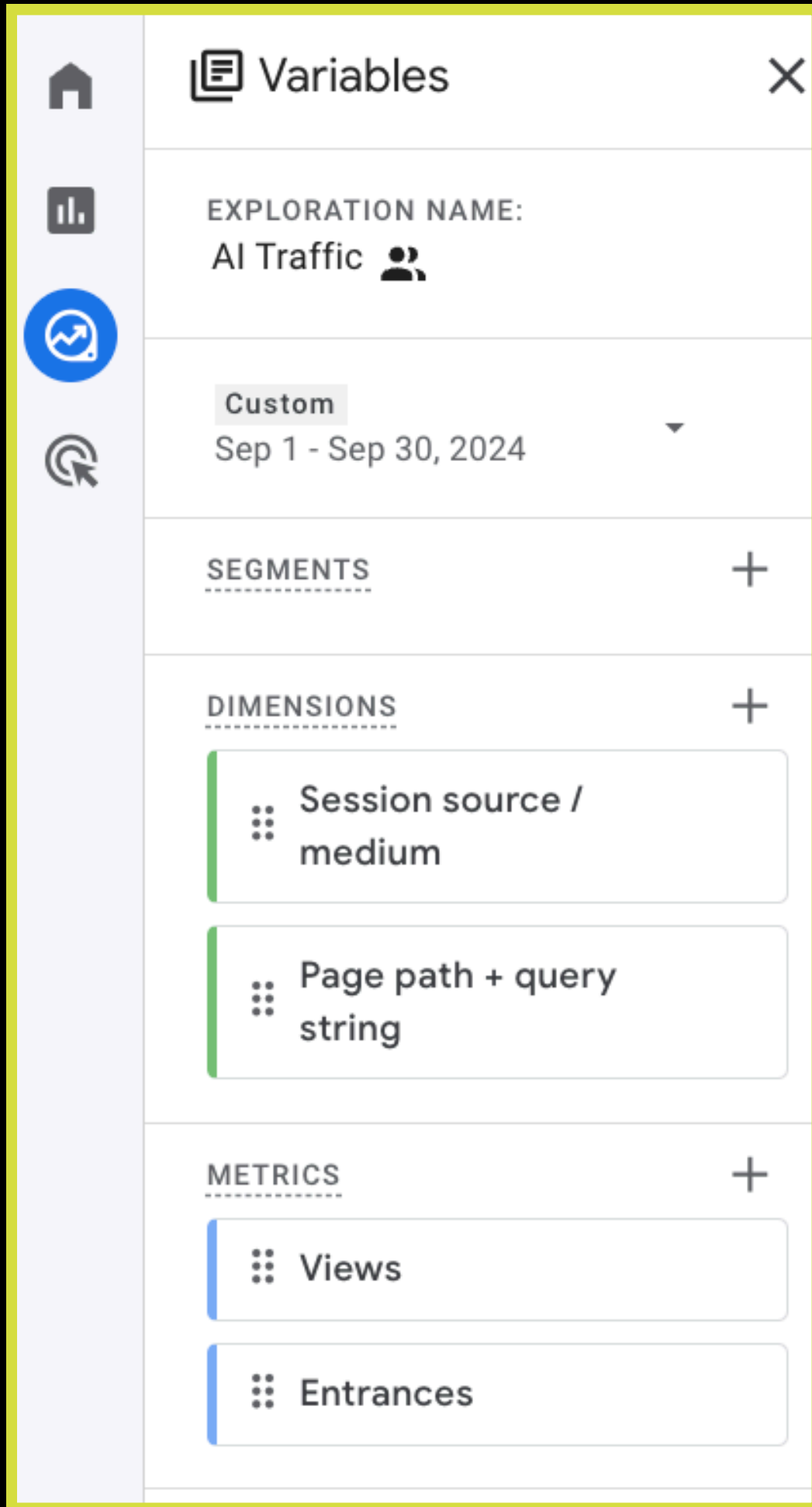
Head over to Explore.



Create a blank exploration.



## Step Two



**Name your report.**

**Choose your date.**

**Add the dimensions you see here.**

**Add the metrics you see here.**

**Swipe for more**



# Step Three

**ROWS**

- Session source / medium
- Page path + query string
- + Drop or select dimension

**START ROW**

1

**SHOW ROWS**

250

**NESTED ROWS**

Yes

Drag dimensions to the rows section.

**COLUMNS**

- + Drop or select dimension

**START COLUMN GROUP**

1

**SHOW COLUMN GROUPS**

5

**VALUES**

- Entrances
- Views


Drag metrics to values section.



## Step Four

FILTERS

Session source / medium matches regex

`.*chatgpt.*|.*openai.*|.*neeva.*|.*writesonic.*|.*nimble.*|.*outrider.*|.*perplexity.*|.*edgeservices.*|.*gemini.*google.*|.*copilot.*|.*claude.*|.*mistral.*|.*meta.*|.*jasper.*|.*deepmind.*|.*copy.*ai.*` 

Conditions\*

matches regex

`.*chatgpt.*|.*openai.*|.*neev`

Cancel Apply

**Filter by Session source / medium.**

**Matches regex.**

**Copy everything you see here.**

**These are popular AI Sources.**

**Click on Apply.**

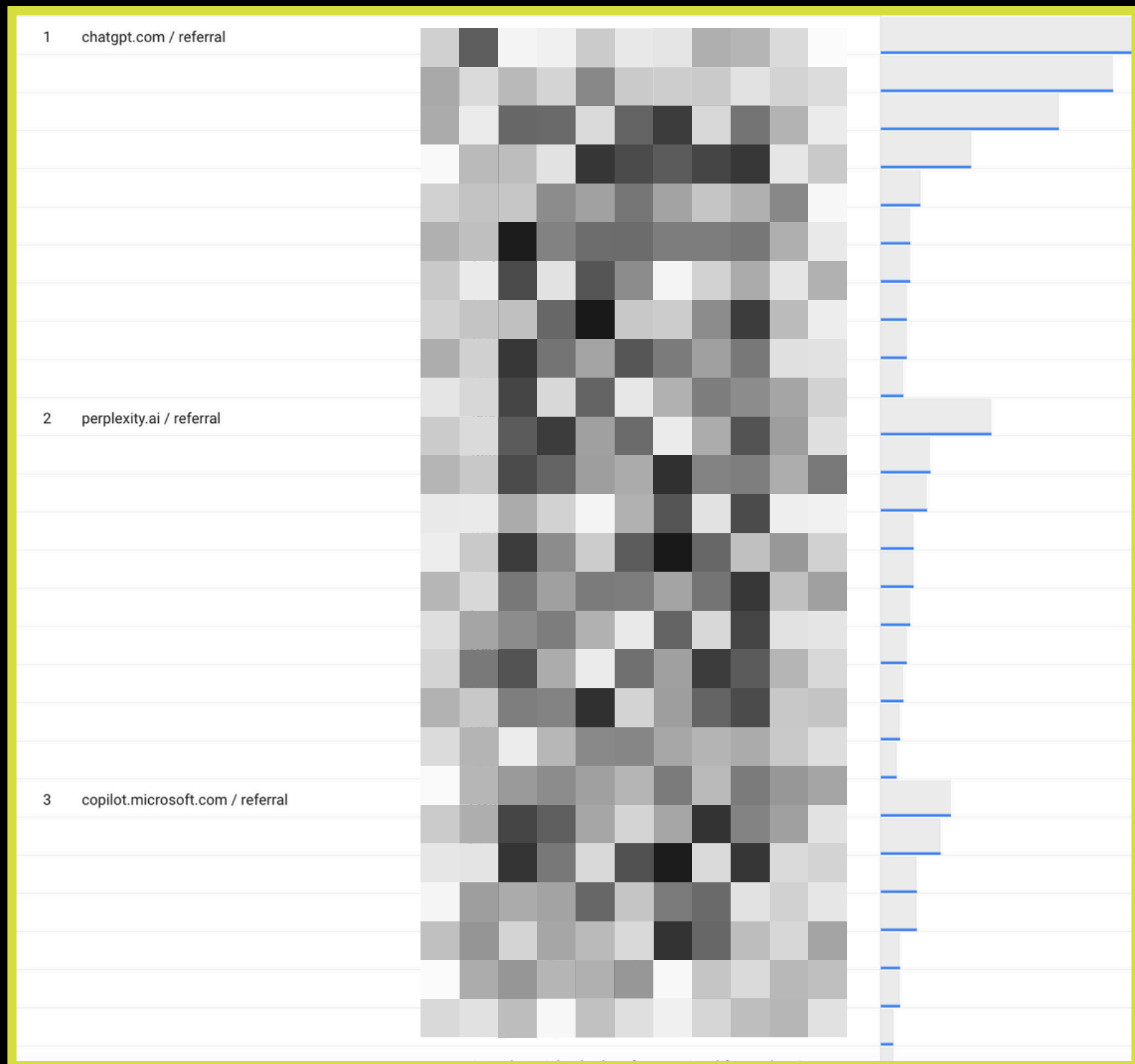


# Step Five

AI Website

Page on  
your  
website

Metrics



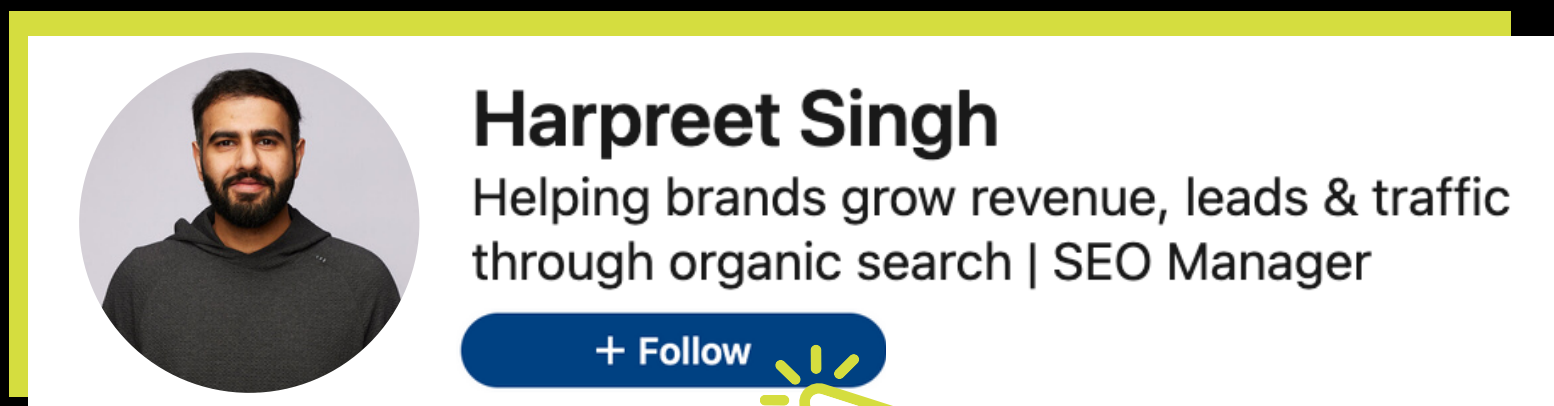
You can now see which AI powered tool sends your website the most traffic.





Liked what you saw?

Don't forget to follow - I talk about revenue generating organic growth strategies!

A white rectangular profile card with a yellow border. On the left is a circular profile picture of a man with a beard wearing a dark hoodie. To the right of the picture, the name 'Harpreet Singh' is written in bold black text. Below the name is the bio: 'Helping brands grow revenue, leads & traffic through organic search | SEO Manager'. At the bottom of the card is a blue rounded button with the text '+ Follow' in white. A yellow mouse cursor icon is pointing at the button.

& sign up to my newsletter that helps you get better at SEO.

<https://seoespresso.com>