

Old Report Title	Where/What It Is Now	Notes
<b>Visitors</b>		
Dashboard	Dashboard tab	The dashboard is in its own tab now, signifying that you now have access to multiple dashboards.
Intelligence	My Site > Intelligence	Intelligence has been moved next to reports under the "my site" tab.
Map overlay	Visitors > Demographics > Location	Map overlay has had its name changed to Location, and has been moved into the "demographics" sub-menu.
New vs Returning	Visitors > New vs Returning	Naturally, New vs Returning has been grouped under behaviour. Sensible, no?
Languages	Visitors > Demographics > Languages	Languages have been grouped under demographics, for obvious reasons.
Visitor Trending	none	<p>All of these metrics are now available in other reports, but have no particular reports of their own. These include:</p> <ul style="list-style-type: none"> <li>• Pageviews</li> <li>• Average Pageviews</li> <li>• Time on Site</li> <li>• Bounce Rate</li> </ul> <p>Oddly, Absolute Unique Visitors doesn't appear to be available.</p>
Visitor Loyalty	Behaviour	Visitor loyalty is now spread between several reports under the moniker of "behavior". These include "New & Returning", "Frequency & Recency", and "Engagement". Each of these then have multiple "viewing options" which can expose page depths and what not.
Browser Capabilities	Technology > Browser & OS	These reports have been largely grouped together into a single Browsers & OS report which contains screen resolution, colors, flash, and java support.
Network Properties	Technology > Network	Network properties are now found in the aforementioned browser capabilities report, under "network"
Mobile	Technology > Mobile	Mobile properties are now found in the aforementioned browser capabilities report, under "Mobile"
User Defined	Demographics > User Defined	Not a lot has changed here, though I question the logic of including User Defined under demographics.
Custom Variables	Demographics > Custom variables	Again, not a lot has changed here, though I question the logic of including this under demographics.
<b>Traffic Sources</b>		
Direct Traffic, Referring Sites, Campaigns and All Traffic Sources	Incoming Sources > [each report]	These three reports are now grouped under "incoming sources", along with Search.
Search Engines	Incoming Sources > Search	This is now a group split between an overview report, organic (in reference to traffic from search results, basically this is the keyword report), and paid (adwords, etc.).
Adwords	Adwords	Adwords has been moved into its own section, and now has a lot more reports. Along with Adwords Campaigns, Keyword Positions, and TV Campaigns (now TV Ads), you have an adword specific keywords report, day parts, destination URL's and placements.
Keywords	Incoming Sources > Search > Organic and Adwords > Keywords	Keywords from unpaid search traffic have been moved under the moniker of "organic". Adwords keywords are now under Adwords > Keywords. Makes sense, no?
<b>Content</b>		
Top Content, Content by Title	Site content > Pages	A change in name to designate that you can now sort by top content, page title and other metrics.
Content Drill Down, Top Landing Pages, Top Exit Pages	Site Content > [report title]	Not much has changed here.
In-Page Analytics	None	As far as I can tell, this is gone.
Site Search	Site Search	This is now split into overview, usage, terms and pages reports.
<b>Goals</b>		

Total Conversions, Conversion Rate, Goal Value	None	These reports appear to be gone. However, you can get all of this information from the overview page.
Goal Verification	Goal URLs (?)	Not 100% about this to be honest. The same functions appear to be there, but the interface has changed a bit.
Reverse Goal Path	Reverse Goal Path	Pretty much exactly as before
Goal Abandonment Funnel	None	This appears to be gone. You can find some of this information in the Funnel Visualization report.
Funnel Visualization	Funnel Visualization	This has barely changed.

## My Customizations

Custom Reports	Custom Reports Tab	Custom Reports have been completely redesigned to be even more powerful. They now have their own tab next to Dashboards and My Site
Advanced Segments	Advanced Segments	These are now available from nearly any report in the expandable "Advanced Segments" tab.