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Google Analytics 4

Everything You Need to Know (or Should Know)

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Introductions

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Communications Manager
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COO
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Intro Questions

- How comfortable do you feel with GA?
- Did anyone just let GA do the manual migration from UA to GA4 and leave it at that?
- How often do you look at your data? (weekly, monthly, quarterly)
- How many of you make web content or business decisions based on analytics?
- Any burning questions for us to address?

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What is GA4?

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- Not an update to Universal Analytics
  - Completely new platform
  - Totally different experience
- Collects both website and app data
- Offers better privacy controls
- Has artificial intelligence and machine learning
- The ***only*** Google platform recording data as of on July 2023

Differences & Definitions

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Universal Analytics	Google Analytics 4
Views	Data Streams
Session Based	Event Based
Conversions by destination URL	Conversion by an Event (user interaction)
Bounce Rate	Engagement Rate
Site content reported by URL	Site content reported by Page Name (default)
Website and Mobile App are separate properties	Website and Mobile App in the SAME property

Differences & Definitions

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Term	Meaning
Events	Any engagement is now called an event, including page views. GA4 has automatic, recommended, and custom events.
Key Events	Key events measure the most important interactions. Formerly known as Conversions or Conversion events
Event Count	Metric shows the number of events that were tracked.
Engagement	Session longer than 10 seconds, at least 2 pageviews or engages in key events (scroll, click, download, form, video watch,e tc.)
Engagement Rate	Number of engaged sessions by the total number of sessions. Replaces Bounce Rate
Explorations	A collection of data visualizations that go beyond standard reports to help you uncover deeper insights
Custom Dimensions	Any attribute you configure in your analytics tool because default functionality does not report it (e.g. download file name, search term, etc.)

Let's Take a Tour!

- Account Overview
- Reports
  - Acquisition
  - Engagement
- Engagement Rate
- Search Console
- Explorations
  - File downloads
  - Funnel flow

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Google Tag Manager

More better control…

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Google Tag Manager

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Tag management system

One batch of code to install

Manage all tags via GTM interface (no developer required)

- Add, delete, pause, configure tags as necessary
- Target tags to fire at specific times
- Give marketing partners access to GTM, NOT the website!

Sample Tag

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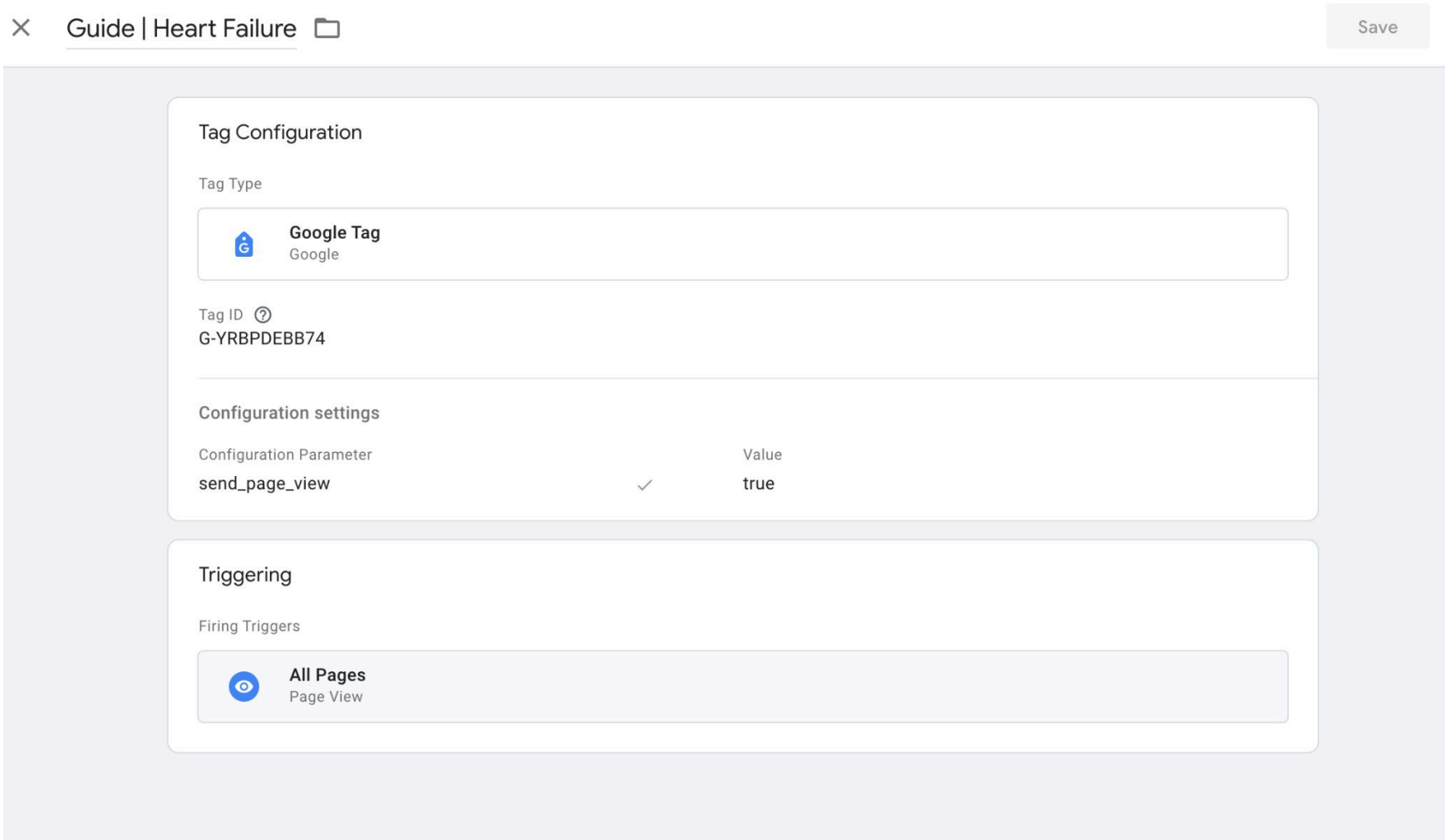

Cool GTM Tricks

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- Content Groups
  - Know traffic by various sections or types of content
  - Configured in GTM
  - Shows up in GA

- Custom events for specific content types
  - Pass a taxonomy parameter and create custom events

Reporting

Google Looker Studio

Explorations

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Making a Reporting Plan

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- Know what's important to track
  - What are your KPIs
  - What metrics define change
  - What will you change based on the results?

- Set a consistent reporting schedule

Advanced Reporting

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Use Google Looker Studio for standardized reporting

Use Explorations for one off data reviews

Google Looker Studio

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Google's BI online tool for converting data into customizable, informative reports and dashboards

Connects to Multiple Data Sources via "Data Connectors"

- Google Analytics
- Google Search Console
- Google Ads
- Hubspot
- Semrush
- Many More

Find, use and modify templates to build your own custom reports

Schedule delivery for automated reporting

Google Looker Studio

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Looker Studio Reports built by the community

- https://lookerstudio.google.com/gallery?category=community&search=analytics

Looker Studio Template from Yoko Co

- https://lookerstudio.google.com/reporting/b57b5f9b-7664-4f6d-9d8a-537b24811fec
-

Tips & Tricks

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Enhanced Measurement

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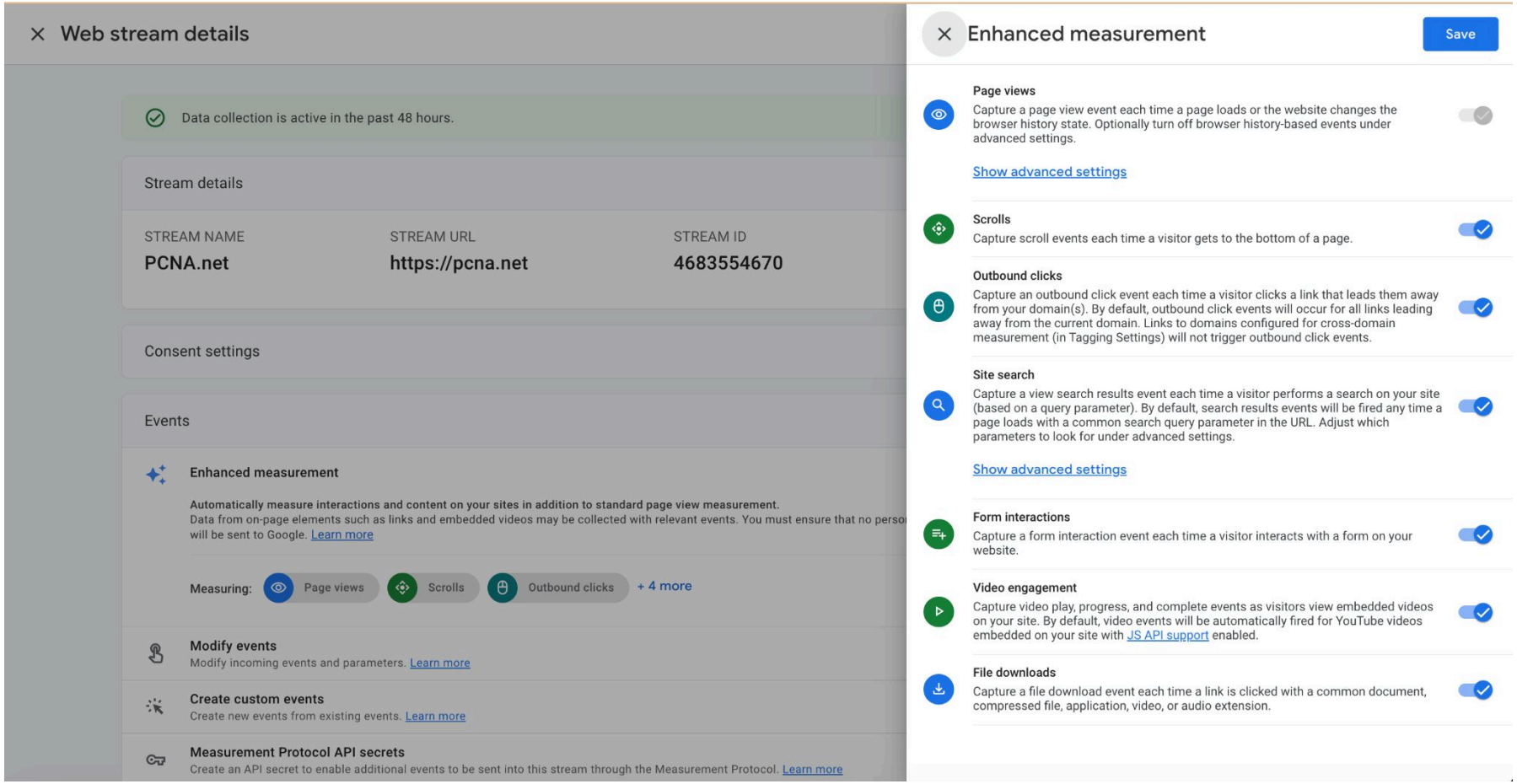
Double check that enhanced measurement is turned on



Double Check Custom Dimensions

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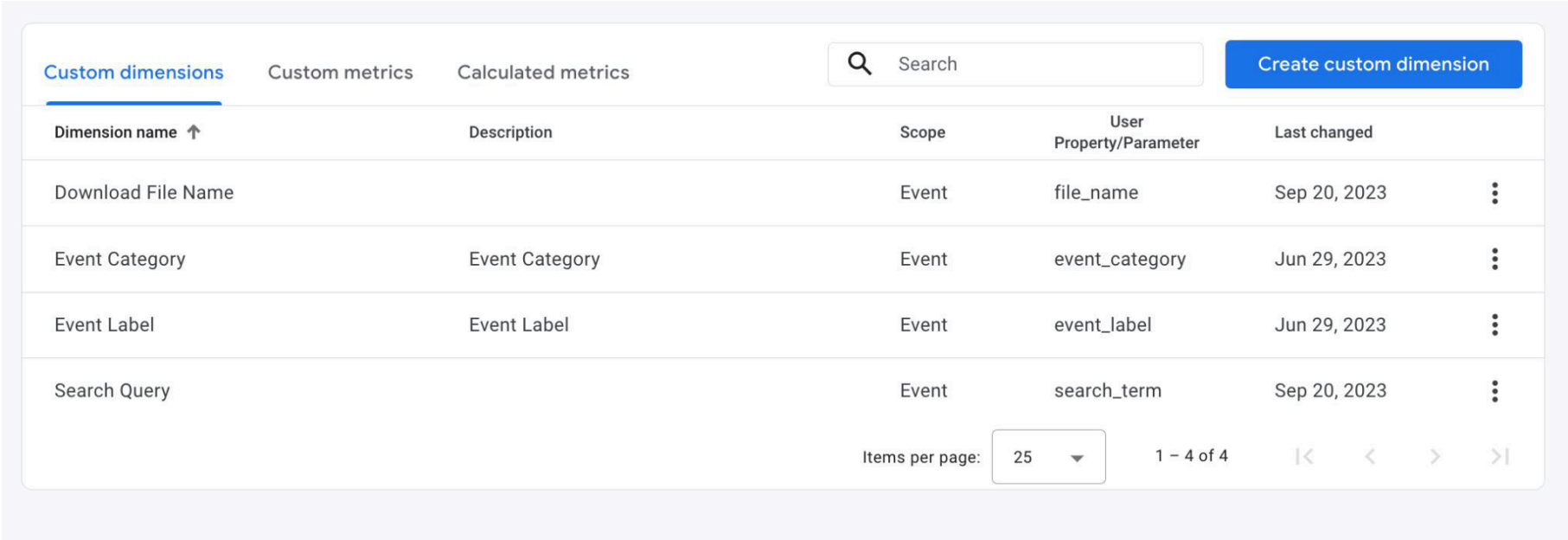
File Downloads and Search Terms are not configured by Default



Turn Off Google Products

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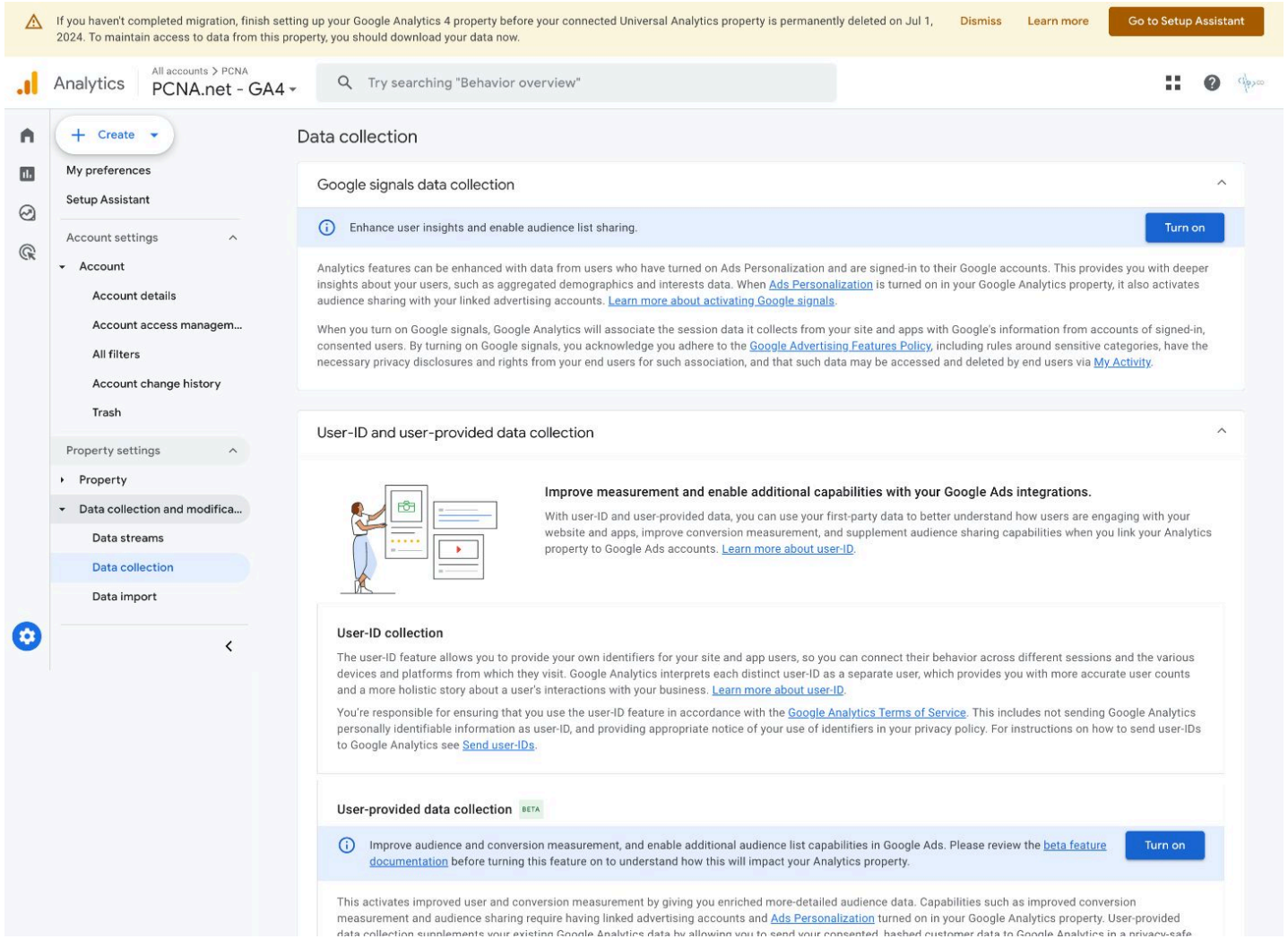
Several Google products could impact reporting

Don’t forget…

YOU ARE THE PRODUCT!!



Embrace Debug Mode

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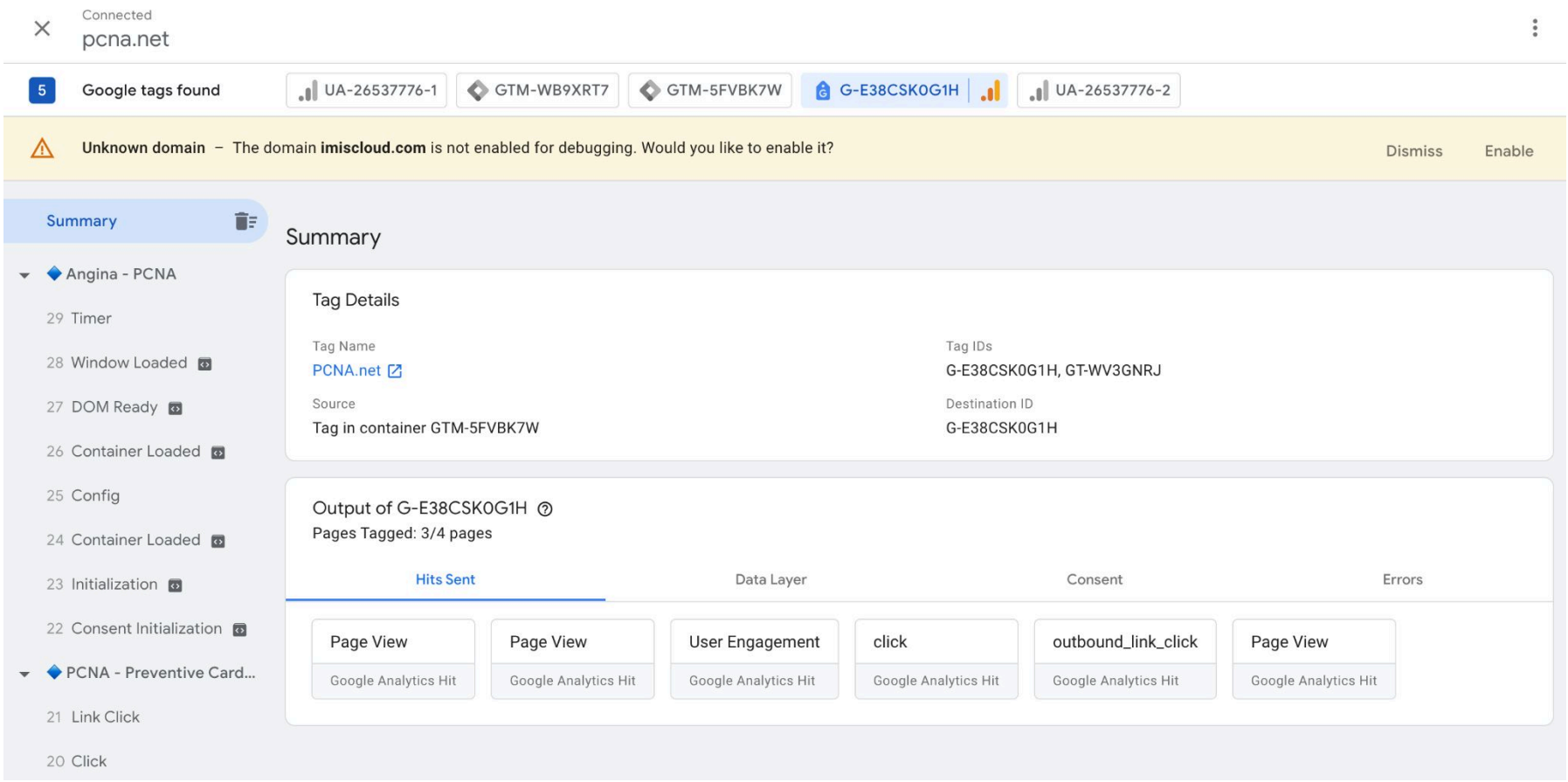
Test configurations in real time

Add Tag Assistant Companion Chrome Extension



Export Your UA Data

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Access to Universal Analytics data will be going away July 1!

- **DIY Easy:** Export specific data to Excel or CSV Files
- **DIY Medium:** Google Analytics Spreadsheet Add On. Connects with Google Sheets to Export
- **DIY Hard:** Create Google Big Query account and push data to Big Query
- **DIFM:** Call Association Analytics

Resources to Learn More

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Analyticsmania.com

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YouTube Channel

Online Courses

Data Driven U

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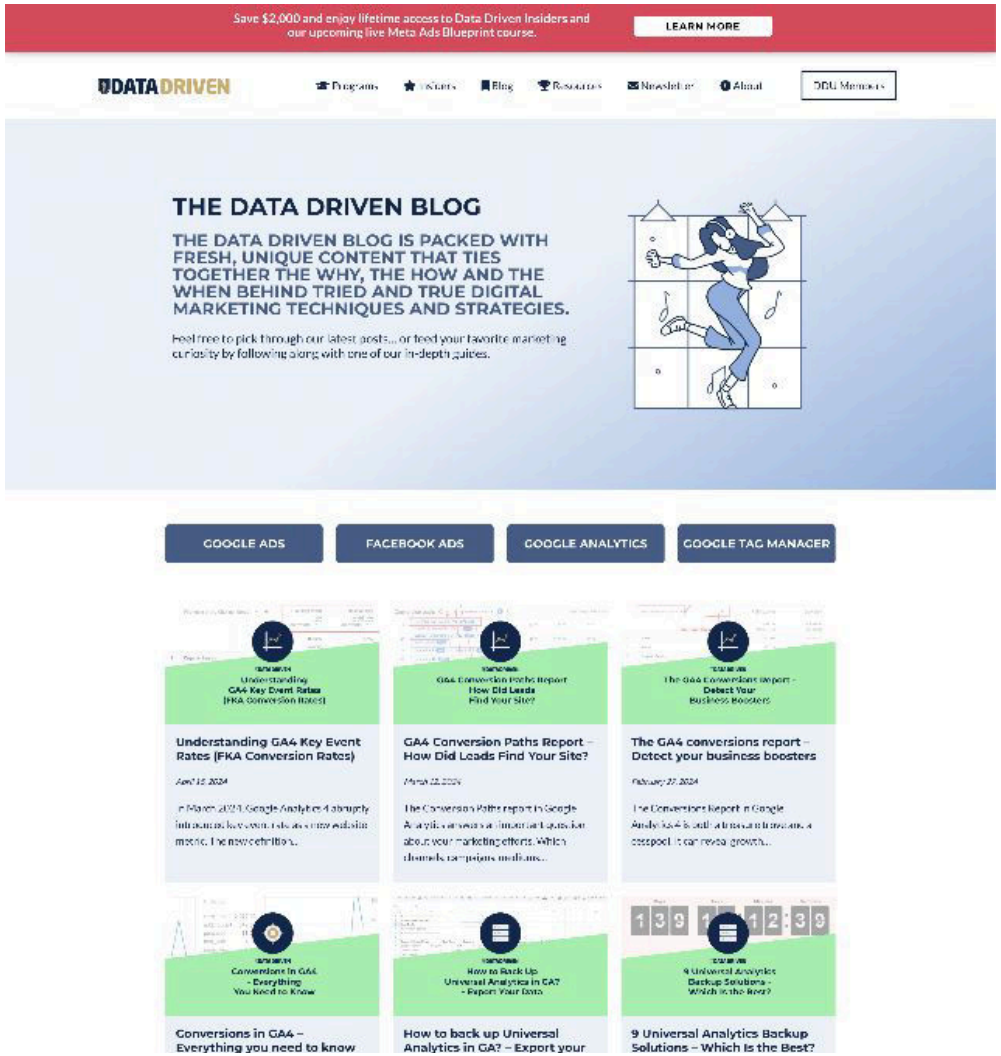
Blog Posts

YouTube Channel

Certifications



Google Skillshop

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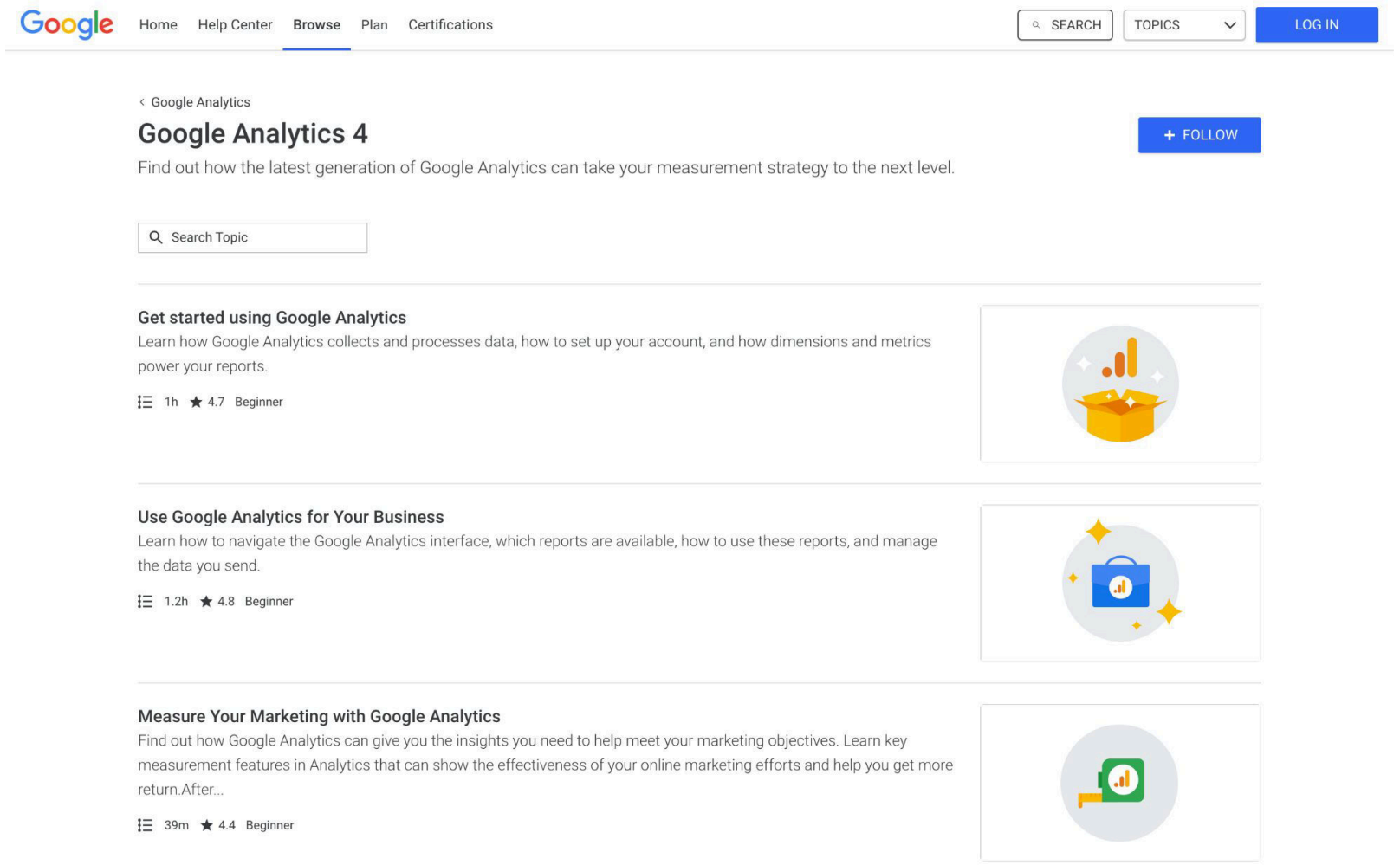
skillshop.withgoogle.com

Google's LMS

Courses

Certifications



Questions?

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Get In Touch

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Complete Your Session Evaluation

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