

Google Analytics 4

Everything You Need to Know (or Should Know)

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Introductions



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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?

What is GA4?

- 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

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

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

Google Tag Manager

More better
control...

Google Tag Manager

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

× Guide | Heart Failure

Save

Tag Configuration

Tag Type



Google Tag
Google

Tag ID ⓘ

G-YRBPDEBB74

Configuration settings

Configuration Parameter

send_page_view



Value

true

Triggering

Firing Triggers



All Pages
Page View

Cool GTM Tricks

- 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

Making a Reporting Plan

- 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

Use Google Looker Studio for standardized reporting

Use Explorations for one off data reviews

Google Looker Studio

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

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

Enhanced Measurement

Double check
that enhanced
measurement is
turned on

×

Web stream details

✓ Data collection is active in the past 48 hours.

Stream details

STREAM NAME	STREAM URL	STREAM ID
PCNA.net	https://pcna.net	4683554670

Consent settings

Events

✦ Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personal data will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Modify events

Modify incoming events and parameters. [Learn more](#)

Create custom events

Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

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Enhanced measurement

Page views

Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.

[Show advanced settings](#)

Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.

Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Show advanced settings](#)

Form interactions

Capture a form interaction event each time a visitor interacts with a form on your website.

Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

Save

Double Check Custom Dimensions

File Downloads
and Search
Terms are not
configured by
Default

Custom dimensions					
Custom dimensions					
Custom metrics					
Calculated metrics					
Search					
Create custom dimension					
Dimension name ↑	Description	Scope	User Property/Parameter	Last changed	
Download File Name		Event	file_name	Sep 20, 2023	⋮
Event Category	Event Category	Event	event_category	Jun 29, 2023	⋮
Event Label	Event Label	Event	event_label	Jun 29, 2023	⋮
Search Query		Event	search_term	Sep 20, 2023	⋮
Items per page: 25 1 – 4 of 4 < > >>					

Turn Off Google Products

Several Google products could impact reporting

Don't forget...
YOU ARE THE PRODUCT!!

If you haven't completed migration, finish setting up your Google Analytics 4 property before your connected Universal Analytics property is permanently deleted on Jul 1, 2024. To maintain access to data from this property, you should download your data now. [Dismiss](#) [Learn more](#) [Go to Setup Assistant](#)

Analytics All accounts > PCNA PCNA.net - GA4 Try searching "Behavior overview"

Data collection

Google signals data collection

Enhance user insights and enable audience list sharing. [Turn on](#)

Analytics features can be enhanced with data from users who have turned on Ads Personalization and are signed-in to their Google accounts. This provides you with deeper insights about your users, such as aggregated demographics and interests data. When [Ads Personalization](#) is turned on in your Google Analytics property, it also activates audience sharing with your linked advertising accounts. [Learn more about activating Google signals.](#)

When you turn on Google signals, Google Analytics will associate the session data it collects from your site and apps with Google's information from accounts of signed-in, consented users. By turning on Google signals, you acknowledge you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and deleted by end users via [My Activity](#).

User-ID and user-provided data collection

Improve measurement and enable additional capabilities with your Google Ads integrations.

With user-ID and user-provided data, you can use your first-party data to better understand how users are engaging with your website and apps, improve conversion measurement, and supplement audience sharing capabilities when you link your Analytics property to Google Ads accounts. [Learn more about user-ID.](#)

User-ID collection

The user-ID feature allows you to provide your own identifiers for your site and app users, so you can connect their behavior across different sessions and the various devices and platforms from which they visit. Google Analytics interprets each distinct user-ID as a separate user, which provides you with more accurate user counts and a more holistic story about a user's interactions with your business. [Learn more about user-ID.](#)

You're responsible for ensuring that you use the user-ID feature in accordance with the [Google Analytics Terms of Service](#). This includes not sending Google Analytics personally identifiable information as user-ID, and providing appropriate notice of your use of identifiers in your privacy policy. For instructions on how to send user-IDs to Google Analytics see [Send user-IDs](#).

User-provided data collection BETA

Improve audience and conversion measurement, and enable additional audience list capabilities in Google Ads. Please review the [beta feature documentation](#) before turning this feature on to understand how this will impact your Analytics property. [Turn on](#)

This activates improved user and conversion measurement by giving you enriched more-detailed audience data. Capabilities such as improved conversion measurement and audience sharing require having linked advertising accounts and [Ads Personalization](#) turned on in your Google Analytics property. User-provided data collection supplements your existing Google Analytics data by allowing you to send your consented, hashed customer data to Google Analytics in a privacy-safe

Embrace Debug Mode

Test
configurations in
real time

Add Tag Assistant
Companion Chrome
Extension

The screenshot displays the Google Tag Assistant interface for the domain **pcna.net**. At the top, it shows a list of connected tags: UA-26537776-1, GTM-WB9XRT7, GTM-5FVBK7W, G-E38CSK0G1H, and UA-26537776-2. A yellow warning banner indicates that the domain **imisccloud.com** is not enabled for debugging.

The main panel is titled **Summary** and provides details for the selected tag **G-E38CSK0G1H**. The tag name is **PCNA.net**, the source is **Tag in container GTM-5FVBK7W**, and the tag IDs are **G-E38CSK0G1H, GT-WV3GNRJ**. The destination ID is **G-E38CSK0G1H**.

Below the summary, the **Output of G-E38CSK0G1H** is shown, indicating that **Pages Tagged: 3/4 pages**. The output is organized into four tabs: **Hits Sent** (selected), **Data Layer**, **Consent**, and **Errors**.

The **Hits Sent** tab displays a table of hits:

Category	Event
Page View	Google Analytics Hit
Page View	Google Analytics Hit
User Engagement	Google Analytics Hit
click	Google Analytics Hit
outbound_link_click	Google Analytics Hit
Page View	Google Analytics Hit

Export Your UA Data

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

Analyticsmania.com

YouTube Channel Online Courses

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Learn Google Analytics & Google Tag Manager



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0:02 / 0:53

Welcome to Analytics Mania's Youtube channel!

26,671 views · 1 year ago

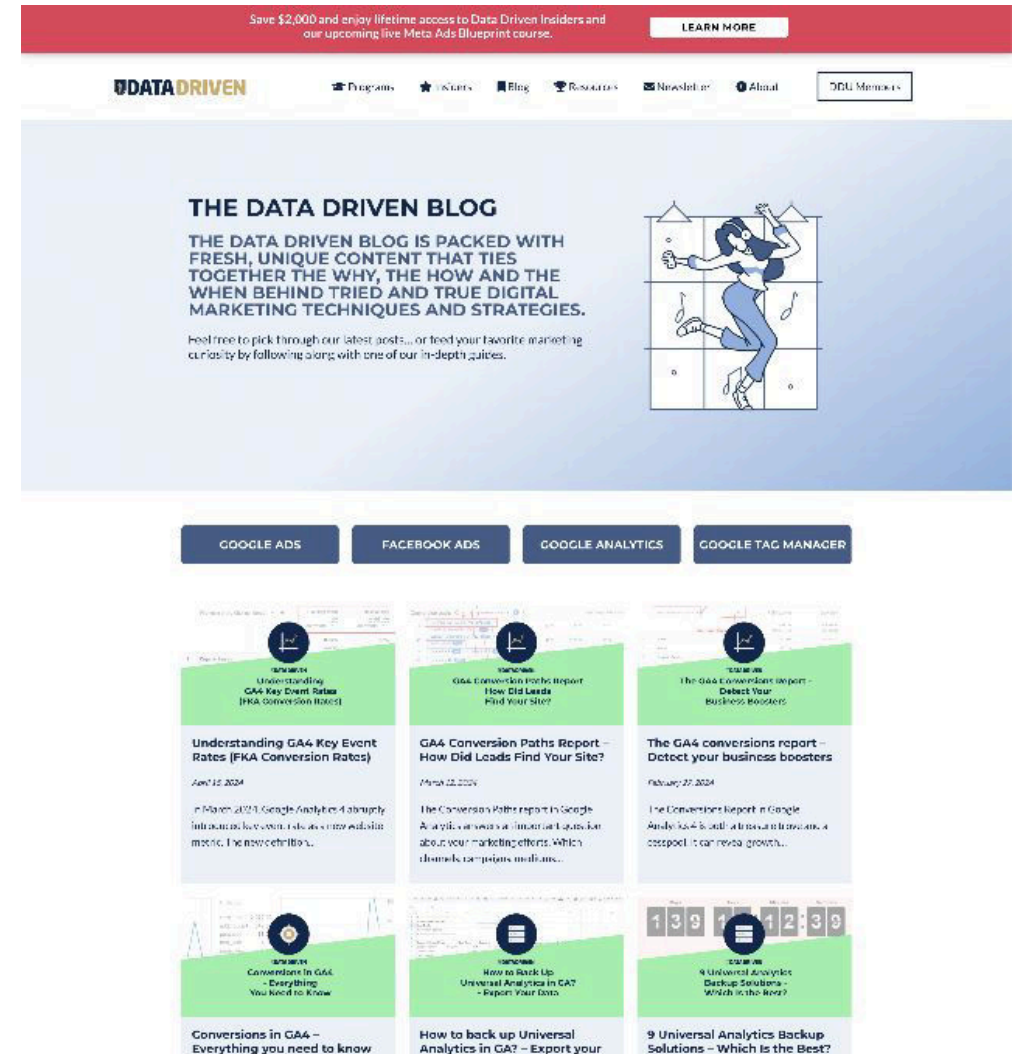
Welcome to Analytics Mania, a place where you can learn Google Tag Manager and Google Analytics

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Google Analytics 4

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Find out how the latest generation of Google Analytics can take your measurement strategy to the next level.

Get started using Google Analytics

Learn how Google Analytics collects and processes data, how to set up your account, and how dimensions and metrics power your reports.

 1h ★ 4.7 Beginner



Use Google Analytics for Your Business

Learn how to navigate the Google Analytics interface, which reports are available, how to use these reports, and manage the data you send.

 1.2h ★ 4.8 Beginner



Measure Your Marketing with Google Analytics

Find out how Google Analytics can give you the insights you need to help meet your marketing objectives. Learn key measurement features in Analytics that can show the effectiveness of your online marketing efforts and help you get more return. After...

 39m ★ 4.4 Beginner



Questions?

Get In Touch



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Complete Your Session Evaluation

