

blue**Modus**

Upgrading to GA4

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Why GA4

The current GA (Universal) ends July 1st, 2023

Google Analytics is a critical tool for tracking success of websites

Show ROI for investments

Make data-informed decisions to guide strategy

GA4 Improvements

Interface & Analysis Hub

While fewer reports are automatically provided, GA4's analysis hub provides greater flexibility with a stronger focus on the user's journey.

AI & Machine Learning

Automated insights identify user trends and create forecasts. Custom insights can be created to align with the organizational goals.

Event-based Model

GA4 moves away from sessions and pageviews and now using event-based reporting. Allows for stronger data control, modeling and predictive analytics.

Cross-Domain Tracking

Cross-domain and cross-device tracking is now available out-of-the-box in GA4 allowing reporting on a single user across multiple domains and devices.

BigQuery Export

Previously only available to Analytics 360, you can now export all GA4 data BigQuery and use SQL for deeper analysis.

When & Level of Effort

Do Now		Do ASAP (NLT February)		Do Eventually (NLT April)	
Basic Review of Current GA	15 min	Complete UA Audit <i>(optional template provided)</i>		Custom tool/tracking integrations	5-10m/each
Discuss with Client		<i>Small site (ex: Excite)</i>	2hrs	Translate views & filters	5m/filter
Create GA4 Property	15 min	<i>Average site (Mainfreight, OCC)</i>	4-10hrs	Migrate events	5m/each
		<i>Large site (ex: TASB)</i>	10-20hrs	Configured goals & conversions	5m/each
		Client Collaboration	1-2hrs	Rebuild audiences	15m/each
		Create migration plan from audit	1-3hrs	Create reports	30m/each
				Test, test, test	2-5hrs over 30-60 days

*Risks of not starting now:

- Loss of data. Each day that passes is a days-worth of data you cannot recover.
- There will be unforeseen issues, creating more days lost.
- You need time to test; the only way to test is to allow days to pass and new data to be collected.

Audit Template

	A	B	C	D
1	Property Name	(name goes here)		
2	Property ID	(ID goes here)		
3				
4	Property Settings	Setting Name	Setting	Notes
5	Property Settings	Default URL		
6		Industry Category		
7		Allow Manual Tagging?		
8		Enable Demographics		
9		Enable Enhanced Link Attribution		
10		Search Console Connected		
11		Enable Users Metric		
12	Tracking Info > Data Collection	Enable Google Signals		
13	Tracking Info > Data Retention	Time Period		
14		Enable Reset		
15	Tracking Info > User ID	User ID Enabled		
16		User ID View Exists		
17	Tracking Info > Session Settings	Session Timeout		
18		Campaign Timeout		
19	Tracking Info > Organic Search Sources	Sources Added		
20	Tracking Info > Referral Exclusion List	Domains Added		
21	Tracking Info > Search Term Exclusion List	Search Terms Added		
22	Google Ads Linking	Accounts Linked		
23	Other Settings	Any additional information goes here		
24				
25	View Settings	Setting Name	Setting	Notes
26	(Put view name here)	URL		
27		Time Zone		
28		Default page		
29		Exclude Query Parameters		
30		Currency		

Audit Template

	A	B	C	D	E	F	G	H	I	J	K	L
1	Look at the Events section in Universal and set your time frame back to the last 12 months.											
2	List all the event combinations that you find, and use {{Curly Brackets}} to indicate variable values.											
3	For example, {{Page Path}} would be the current URL path, for example: /contact-us											
4												
5	Event Name	Interactive?	Category	Action	Label	Keep? GA4 Event Name	Conversion?	Type	Parameters	CD or CM	Details	
6	External Link	Y	External Link	{{Link Destination}} - {{Page Path}}		Y	click	N	Enhanced Measurement	link_classes, link_domain, link_id, link_url, outbound	N/A	External link clicks.
7	PDF Downloads	Y	PDF	{{Link Destination}} - {{Page Path}}		Y	file_download	N	Enhanced Measurement	file_extension, file_name, link_classes, link_domain, link_id, link_text, link_url		Clicks to files, including pdfs.
8	N/A					Y	first_visit	N	Built-In	N/A	N/A	When the visitor comes to the site for the first time.
9	N/A					Y	page_view	N	Built-In	page_location, page_view	N/A	Any pageview.
0	Scroll Depth	N	Scroll Tracking	{{Scroll Depth}} - {{Page Path}}		Y	scroll	N	Enhanced Measurement	scroll_depth	scroll_depth	GA4 automatically collects 90%.
1	N/A					Y	session_start	N	Built-In	N/A	N/A	When a new session begins.
2	Video Views	Y	YouTube	{{Video Action}} - {{Page Path}}		Y	video_start	N	Enhanced Measurement	video_current_time, video_duration, video_percent, video_provider, video_title, video_url, visible	N/A	Visitor starts playing a YouTube embed.
3	Video Views	Y	YouTube	{{Video Action}} - {{Page Path}}		Y	video_progress	N	Enhanced Measurement	video_current_time, video_duration, video_percent, video_provider, video_title, video_url, visible	N/A	Video progresses past 10/25/50/75%.
4	Video Views	Y	YouTube	{{Video Action}} - {{Page Path}}		Y	video_complete	N	Enhanced Measurement	video_current_time, video_duration, video_percent, video_provider, video_title, video_url, visible	N/A	Video is 100% complete.
5							form_submit	Y	Custom	form_name	form_name	If some form submits should not be recorded.
6							ui_engagement	Y - tel_link, email	Custom	tel_link, email_link	tel_link, email_link	Recording on-site engagements.
7							page_translate	N	Custom	translate_language, translate_service	translate_language, translate_service	Detecting page translations.
8												
9												
0												

Audit Template

	A	B	C	D	E
1	Time Period:	July 1 to July 7, 2021			
2					
3					
4	Metric	Universal	GA4	Difference	Notes
5	Audience				
6	Users	581	578	1.01	
7	Sessions / session_start	644	656	0.98	
8	Pageviews / page_view	944	918	1.03	
9	Channels				
10	Organic Search / organic	322	324	0.99	
11	Direct / (none)	134	142	0.94	
12	Referral + Social / referral	42	43	0.98	
13	Paid Search / cpc	36	33	1.09	
14	Pageviews of Top Pages				
15	/	135	138	0.98	
16	/page-a/	45	107	0.42	Lots of internal visits that are filtered out of GAU.
17	/page-b/	99	99	1.00	
18	/page-c/	93	93	1.00	
19	/page-d/	69	60	1.15	
20	Events				
21	Form Submissions	37	35	1.06	
22	Videos	50	33	1.52	Differences in video tracking from GAU to GA4.
23	Tel Link	28	28	1.00	
24	Email Link	14	14	1.00	
25	External Link	37	37	1.00	
26	Site Searches	0	5	0.00	Site search was not set up on GAU.
27					
28					
29					
30					

How

Requirements

- Google Tag Manager
- Search Console
- Big Query
- Other Google Products
 - Looker Studio (formerly GDS)
 - Google Ads
 - Google Optimize
- Other 3rd party integrations:
 - Ex: Hotjar, Salesforce

Risks

- Data retention settings
- Looker Studio reports are most likely going to break
 - Rebuilding them will need to be quoted
- GA4 is very different
 - The client will require an adjustment time

GA4 Setup Live

- Live demo - brought to you by Jeff Keddy!

Thanks!

Resources

- Martech Slack Channel
- Simo Ahava: <https://www.simoahava.com/>
- Audit template: https://bluehq-my.sharepoint.com/:x/g/personal/kcrowe_bluemodus_com/EZFBgNCB90IPqjVCGwIMf7wBZespllvcrTDAP-JC8ayR3A?e=6SRJII
- Googles migration guide: <https://support.google.com/analytics/answer/11208943?hl=en>
- Detailed comparison of metrics in UA vs. GA4: <https://www.oncrawl.com/oncrawl-infographics/google-analytics-4-vs-universal-analytics-comparing-metrics/>
- Migrating historical data to GA4: <https://www.searchenginejournal.com/ga4-historical-data/447519/#close>
- Other good migration guides:
 - <https://databox.com/ga4-migration-checklist#4>
 - <https://www.bounteous.com/insights/2021/07/08/considerations-migrating-google-analytics-4>