



# ***Unlocking Google Analytics 4 for Better Business Insights***

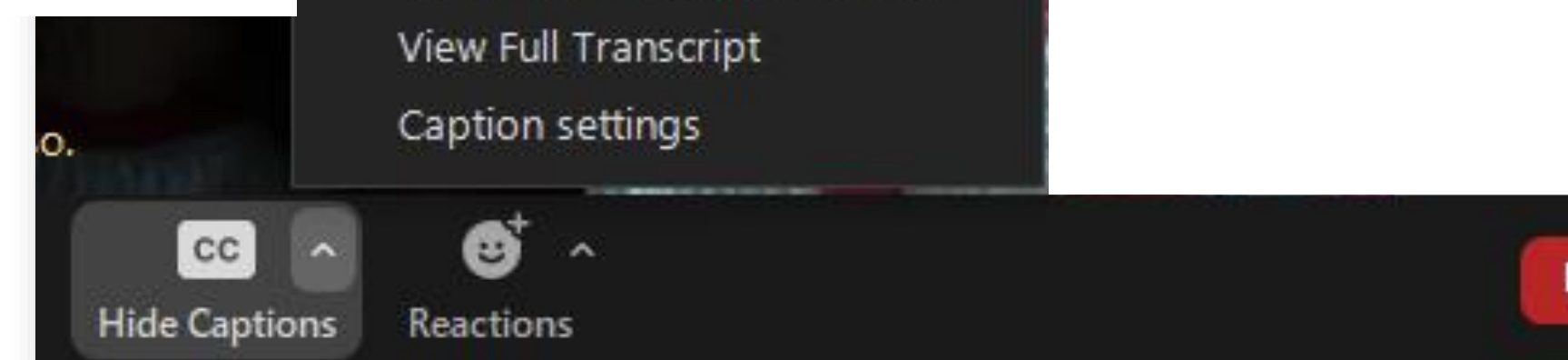
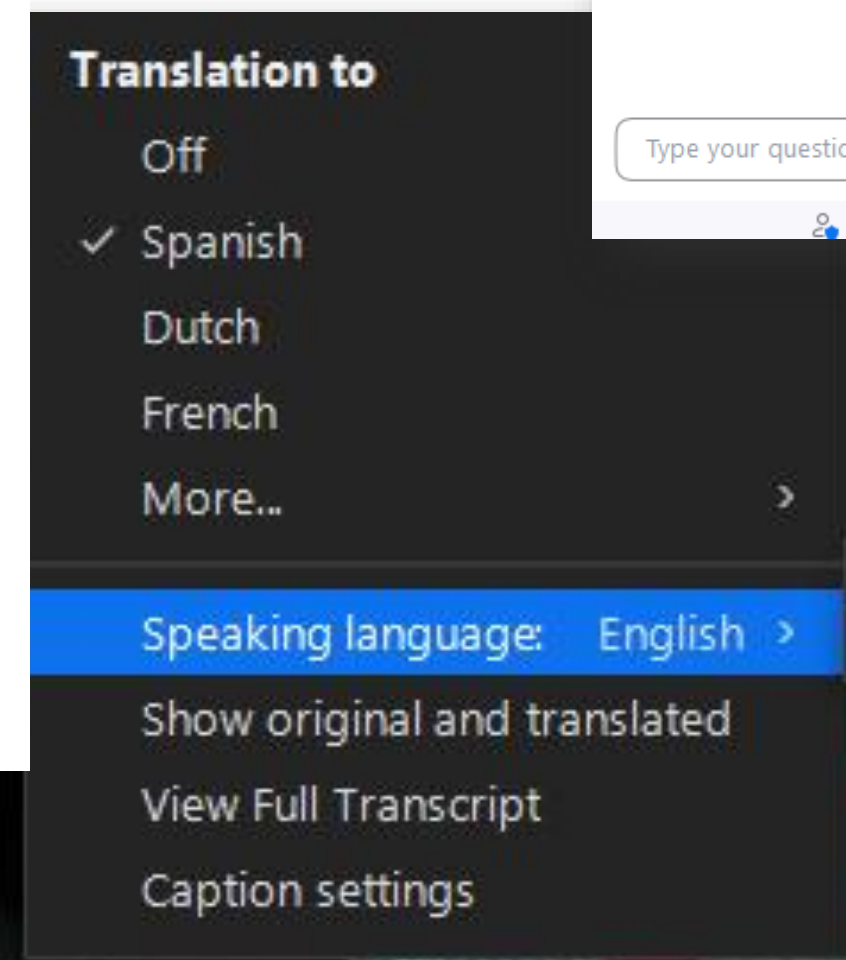
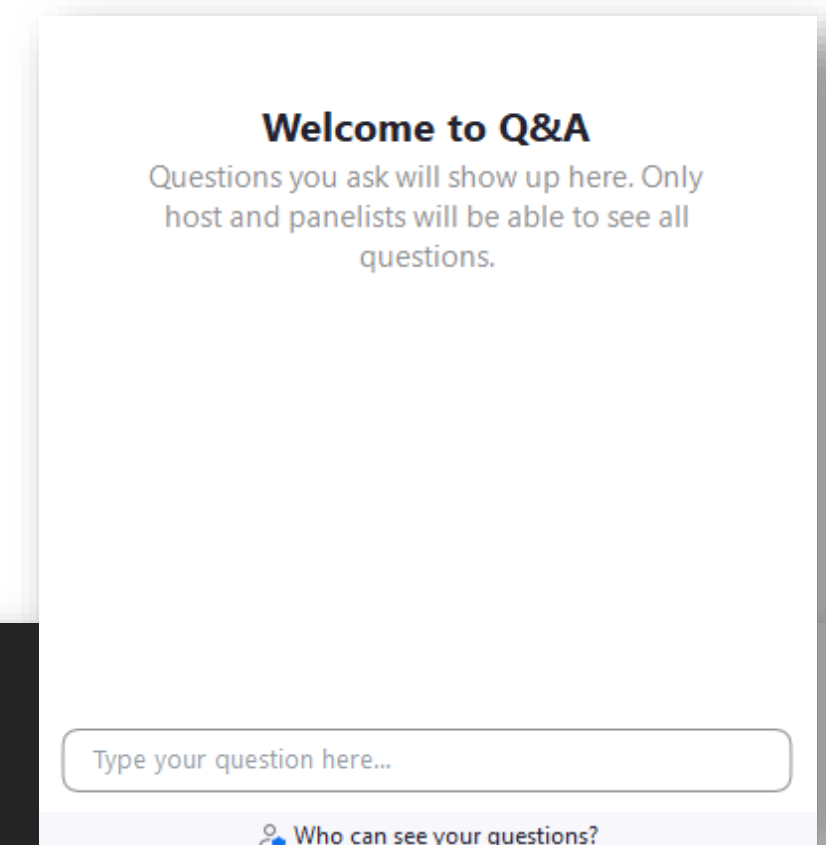
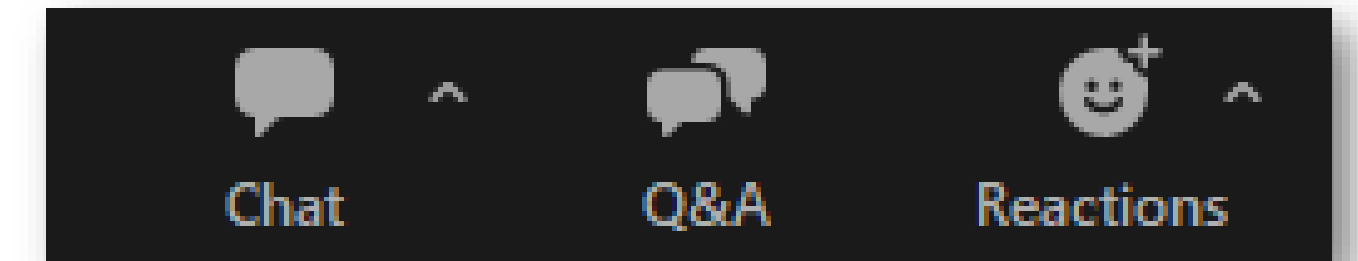
Tuesday, June 13<sup>th</sup>, 2023



# A Few Housekeeping Items



- Use the **Q&A icon** to submit your questions (which we'll answer at the end)
- Chat is disabled **BUT** available for hosts and panelists to share links with you
- Speaking language and closed captioning is set to **English**
  - You can request the closed captioning to be translated in **Spanish, French, Portuguese, Danish, Dutch, Finnish, Hungarian, and Swedish**
- Webinar is being **recorded** & will be shared (alongside slides and other resources) after the webinar





# WSI AT A GLANCE

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For more than 25 years, WSI has been a leading digital agency, providing tailored marketing strategies to over 150,000 businesses worldwide.

We are dedicated to bridging the gap between technology and people, and our goal is to assist businesses like yours in effectively connecting with your customers and thriving in today's rapidly evolving digital landscape.



## A little bit about Mel..



- WSI Certified Digital Marketing Consultant since 2009
- Has offices in South Africa and the UK
- Been a business owner and entrepreneur for over 20 years

# What Will We Cover Today



Why Are We Talking About GA4?

Why Did We Need To Change To GA4?

What Are The Biggest Differences Between UA and GA4?

How Can GA4 Actually Help You Run Your Business Better?

Advice on Installing GA4

How To Navigate & Top Metrics

Common GA4 Mistakes To Avoid

Q&A



# Poll Time!



Where are you in your Google Analytics journey?

I've got Google Analytics 4 installed, and I'm actively using it

I've got Google Analytics 4 installed, but I haven't started to use it yet

I've got Universal Analytics installed

I have *something* installed but I don't know what or how to access it

I *know* I don't have anything installed

...what's Google Analytics?

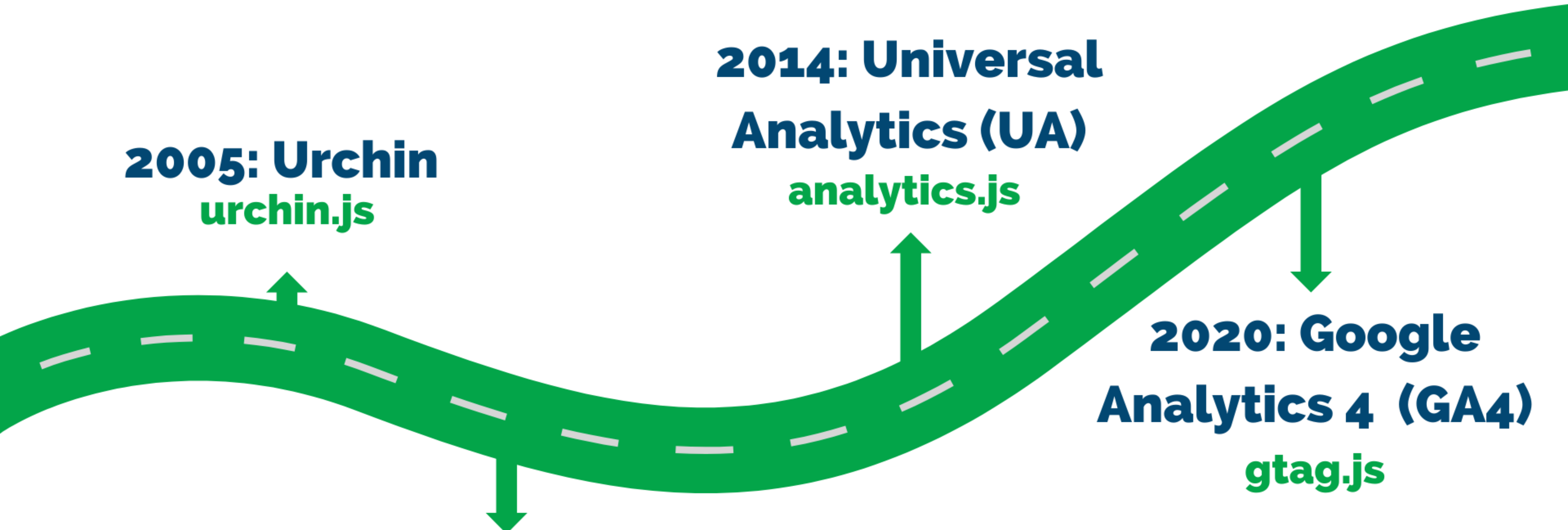
# Why Are We Here?

**2005: Urchin**  
**urchin.js**

**2014: Universal  
Analytics (UA)**  
**analytics.js**

**2020: Google  
Analytics 4 (GA4)**  
**gtag.js**

**2009: Async  
Version**  
**ga.js**



# Why Are We Even Talking About GA4?



If you don't change

Your website and app traffic data will stop populating, and your Remarketing ads will stop running

If you don't have GA

You are missing out on incredibly valuable data that can help you to measure your marketing and improve your business

That's **17** days away... but who's counting?



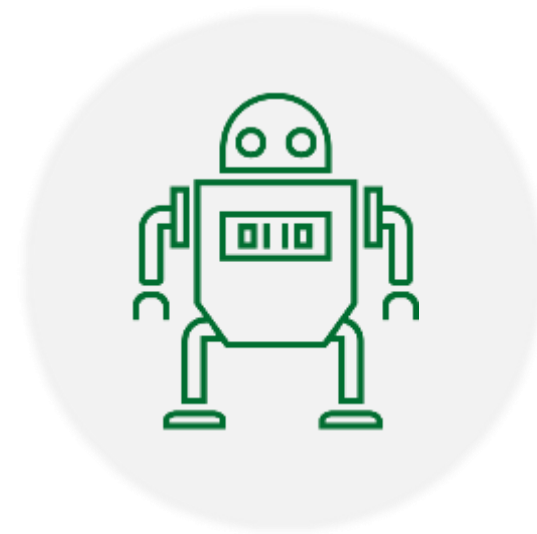
# Why Did We Need To Move To GA4?



- Browsers stopped allowing third party cookies
- Privacy laws such as GDPR, POPIA
- Move away from cookie-based measurement to event-based measurement
- Future-proof Google Analytics



# How Can GA4 Actually Help My Business?



**Marketing Budget**

**Customer Insight**

**Compliance**

**Customise**

**AI Future**

**It's Free!**

Spend money on strategies that are delivering results

Understand who is finding you and how they are interacting with content

Rest assured that you are compliant with any privacy laws

Create reports and dashboards that are relevant to you and your business

May be able to ask questions in future – think ChatGPT

Massively powerful tool that gives unparalleled insights. And you don't pay a single cent

# What's Changed



Part 1

1

Track user behavior across platforms e.g., website and app

2

Event-based tracking means you track what's important to you

3

Far more intuitive and easier to navigate

4

Enhanced data and privacy control

# What's Changed



Part 2

5

All account users now see the same almost the same reports (no Views)

6

Focused on engagement rather than bounce rate

7

Interface and reports are fully customizable

8

Attribution is data driven by default rather than last click

# Advice on Installing GA4



# 7 Top Metrics You Need To Know



What Google can identify as a single “person”

**USERS**



A user coming to your website or app for the first time

**NEW USER**



When a user comes to the site or app

**SESSIONS**



An action done on the website or app

**EVENT**



Scrolling, clicking, playing, etc.

**ENGAGEMENT**



Events that you have set up as being important

**CONVERSION**



The amount of money generated (eCommerce)

**REVENUE**



# Let's Get into Google Analytics: Home



Analytics

All accounts > Demo Account

GA4 - Google Merch Shop



Try searching "how to set up Analytics"



Home



Users

15K

↑ 1,1%

Event count

317K

↓ 8,2%

New users

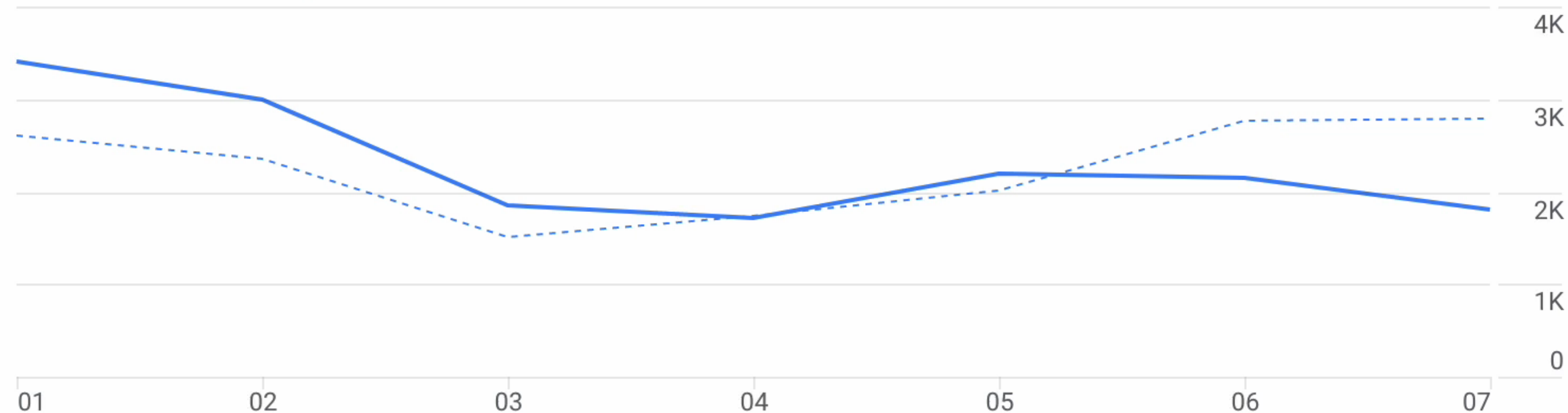
11K

↓ 1,7%

Conversions

125K

↑ 19,4%



— Last 7 days — Preceding period

Last 7 days

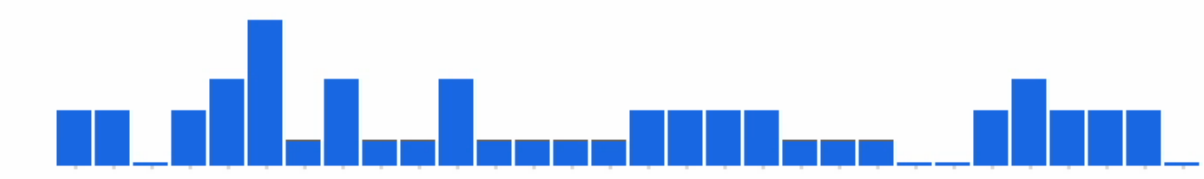
[View reports snapshot](#)

USERS IN LAST 30 MINUTES

31



USERS PER MINUTE



COUNTRY

USERS

India	11
United States	6
Singapore	5
Canada	3

[View real time](#)

Recently accessed



[Pages and screens](#)

[Conversions](#)

[User acquisition](#)

[Reports snapshot](#)

# Let's Get into Google Analytics: Reports

The screenshot displays the Google Analytics user interface. At the top left, the 'Analytics' logo is visible, followed by the account path 'All accounts > Demo Account' and the selected account 'GA4 - Google Merch Shop'. A search bar contains the text 'Try searching "how to set up Analytics"' and a yellow 'Loading...' indicator. The top right corner features a grid icon, a help icon, a menu icon, and a user profile picture. The main content area is titled 'Home' and 'Insights and recommendations', but it is currently empty, showing a large loading placeholder with an illustration of a potted plant, an hourglass, and a teacup. The text 'Your insights will appear here soon.' is centered below the illustration. A settings gear icon is located in the bottom left corner, and a chat bubble icon is in the bottom right corner.



# Let's Get into Google Analytics: Acquisition, Engagement & Monetization

**Analytics** | All accounts > Demo Account  
GA4 - Google Merch Shop

Try searching "how to set up Analytics"

Reports snapshot | Last 28 days | 11 May - 07 Jun 2023

**Reports snapshot**

Source	Users
(none)	29K
organic	24K
cpc	23K
referral	3,9K
	1,5K
email	538
affiliate	113

[View traffic acquisition](#)

**World Map**

Country	Users
United States	29K
Canada	11K
India	5,1K
China	2,1K
Japan	1,9K
Taiwan	1K
South Korea	898

[View countries](#)

**HOW ARE ACTIVE USERS TRENDING?**

User activity over time

Period	Users
30 DAYS	66K
7 DAYS	15K
1 DAY	-

**HOW WELL DO YOU RETAIN YOUR USERS?**

User activity by cohort  
Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100,0%	3,9%	2,1%	1,4%	1,0%	0,6%
23 Apr - 29 Apr						
30 Apr - 06 May						

# Let's Get into Google Analytics: Users



Analytics

All accounts > Demo Account

GA4 - Google Merch Shop



Try searching "how to set up Analytics"



Overview



Events



Conversions



Pages and screens



Landing page

Monetisation

Overview

E-commerce purchases

In-app purchases

Publisher ads

User purchase journey

Retention

User

User Attributes

Tech



E-commerce purchases: Item name



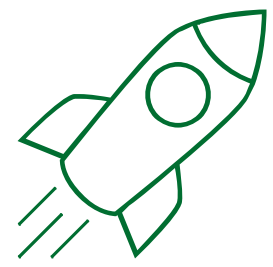
Last 28 days

11 May - 07 Jun 2023



	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
		59 077 100% of total	1 025 100% of total	2 593 100% of total	\$37 192,20 100% of total
1	(not set)	15 224	0	0	\$0,00
2	Google Campus Bike	1 725	2	9	\$396,00
3	Chrome Dino Recycled Backpack	617	2	4	\$205,20
4	Google Fill it Forward Bottle	601	1	3	\$49,40
5	Chrome Dino Collectible Figurines	548	2	6	\$156,00
6	Super G 2-in-1 Bottle	546	0	4	\$119,00
7	Google Eco Tee Black	494	4	0	\$0,00
8	Google Gradient Blue Sunglasses	492	1	37	\$180,00
9	Google Adventure Backpack Black	473	0	7	\$744,00
10	Google MiiR 20L Backpack	347	7	14	\$1 686,40



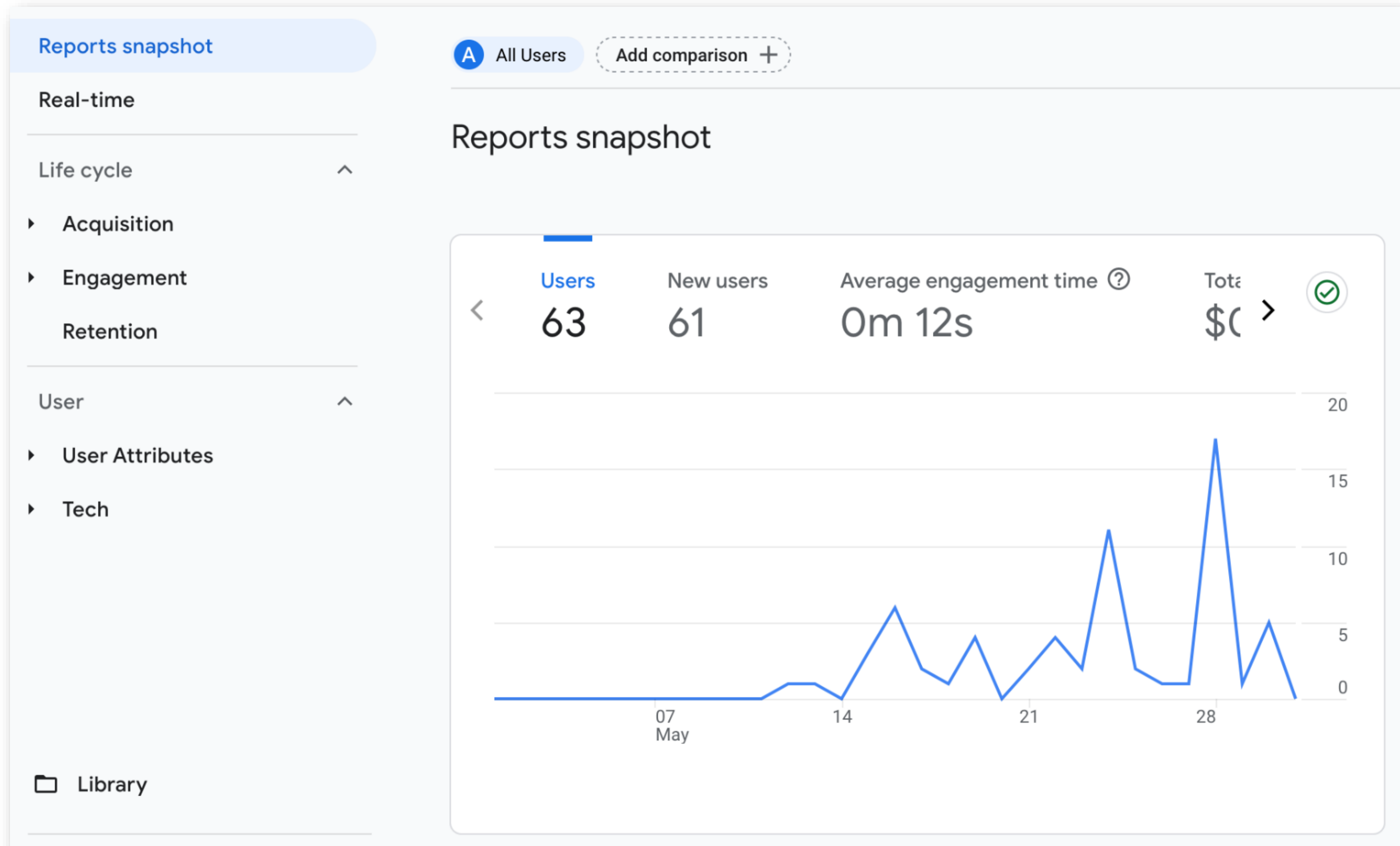


# Mistakes To Avoid

— ● ●

We Made Them So You Don't Have To

# MISTAKE #1 Not Leveraging Custom Reports & Metrics



# MISTAKE #1 Not Leveraging Custom Reports & Metrics

Reports snapshot

Real-time

Life cycle

- Acquisition
  - Overview
  - User acquisition
  - Traffic acquisition
  - New User Source & Revenue**
- Engagement
- Monetisation
- Retention

User

- Library

New User Source & Revenue Last 28 days 10 May - 06 Jun 2023

Search... Rows per page: 10 1-7 of 7

First user default channel group	Engagement rate	Conversions purchase	User conversion rate purchase	Total revenue
	58,82% Avg 0%	29,00 40,85% of total	0,42% Avg 0%	R238 196,03 100% of total
1 Direct	59,82%	16,00	2,06%	R126 202,12
2 Paid Shopping	62,89%	1,00	1,33%	R265,44
3 Organic Search	75,21%	11,00	0,99%	R109 481,49
4 Paid Search	56,13%	1,00	0,04%	R2 246,99
5 Display	42,86%	0,00	0%	R0,00
6 Organic Social	53,89%	0,00	0%	R0,00
7 Referral	59,82%	0,00	0%	R0,00

# MISTAKE #2 Not Adjusting How Long Google Retains Your Tracking Data



**ADMIN** USER

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Collection

**Data Retention**

Data Filters

Channel Groups

### User and event data retention

You can change the retention period for data that you send that is associated with cookies, user identifiers or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more about data retention settings](#)

Event data retention ⓘ 2 months

Reset user data on new ac 2 months ✓

14 months

Save Cancel

# MISTAKE #3 Not Removing Unwanted Referral Traffic



ADMIN USER

- Account Settings
- Account Access Management
- All Filters
- Account Change History
- Rubbish Bin

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import



# MISTAKE #3 Not Removing Unwanted Referral Traffic



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 personally identifiable information will be sent to Google. [Learn more](#)
- Measuring: Page views Scrolls Outbound clicks [+ 3 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](#) >

Google tag

- Configure tag settings**  
Configure your Google tag behaviour, including cross-domain linking and internal traffic. [Learn more](#)
- Manage connected site tags**  
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#) 0 connected >
- View tag instructions**  
Get instructions for how to implement your Google tag for this data stream. [Learn more](#) No data received >





# MISTAKE #3 Not Removing Unwanted Referral Traffic



Configuration History Admin


Welcome to your Google tag


The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality and adopt new features – all without additional code. [Learn more](#)

[Dismiss](#)

Your Google tag [Installation instructions](#)




Google tag ⓘ Destinations ⓘ

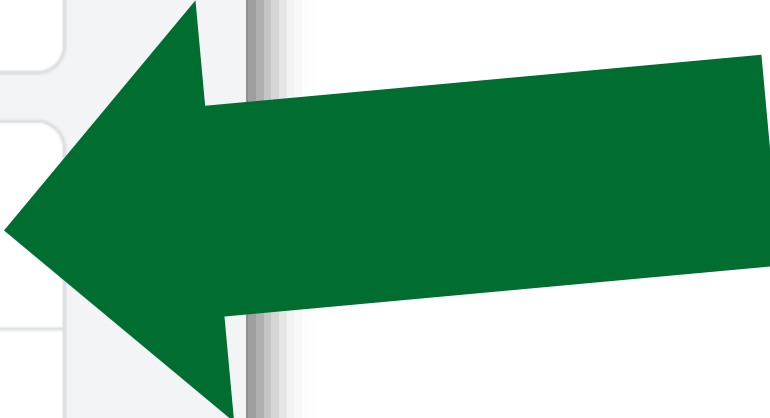
 **WSI Digital Site**  
IDs: G-HDMPH3WHQH

 <http://www.wsionlinebusiness...>

Settings [Show all](#) ▾

Some tag settings apply only to specific destinations

-  **Manage automatic event detection**  
Configure which types of events your Google tag should automatically detect for measurement in associated destinations >
-  **Configure your domains**  
Specify a list of domains for cross-domain measurement >
-  **Allow user-provided data capabilities**  
Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data. ⓘ >



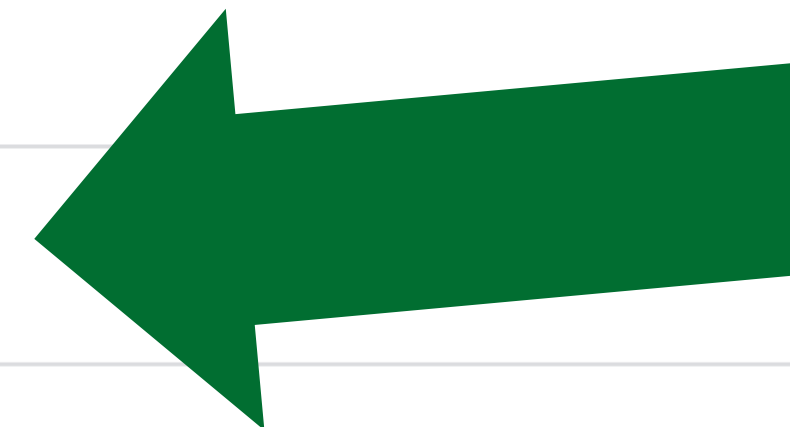
# MISTAKE #3 Not Removing Unwanted Referral Traffic



Settings Show less ^


Some tag settings apply only to specific destinations

- Manage automatic event detection** >  
Configure which types of events your Google tag should automatically detect for measurement in associated destinations
- Configure your domains** >  
Specify a list of domains for cross-domain measurement
- Allow user-provided data capabilities** >  
Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data. ⓘ
- Collect Universal Analytics events**   
Collect an event each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your website
- Define internal traffic** >  
Define IP addresses whose traffic should be marked as internal
- List unwanted referrals** >  
Specify domains whose traffic should not be considered to be referrals
- Adjust session timeout** >  
Set how long sessions can last
- Override cookie settings** >  
Change how long cookies last and how they're updated



# MISTAKE #3 Not Removing Unwanted Referral Traffic




✕ List unwanted referrals |  WSI Digital Site  
G-HDMPH3WHQH Save

Append the parameter 'ignore\_referrer' to the traffic identified by the conditions below. [Learn more](#)

Configuration


Ignore referrals that match ANY of the following conditions as traffic sources

[Add condition](#)



# MISTAKE #3 Not Removing Unwanted Referral Traffic



× List unwanted referrals |  WSI Digital Site  
G-HDMPH3WHQH Save

Append the parameter 'ignore\_referrer' to the traffic identified by the conditions below. [Learn more](#)


Configuration

Ignore referrals that match ANY of the following conditions as traffic sources

Match type: Referral domain contains

Domain: paypal.com

[Add condition](#)



# MISTAKE #4 Forgetting to Link All of Your Relevant Google Tools



## PRODUCT LINKS



Google Ads links



Ad Manager links



BigQuery links



Display & Video 360 links



Merchant Center



Optimise links



Google Play links



Search Ads 360 links



Search Console links

# MISTAKE #4 Forgetting to Link All of Your Relevant Google Tools



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Google Play links



Search Ads 360 links



Search Console links

# MISTAKE #5 Not Enabling Cross Device & Demographic Tracking



Property Settings

- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
  - Data Collection**
  - Data Retention
  - Data Filters
  - Channel Groups
- Data Import

### Google signals data collection

**i** Advertising Features have been upgraded with the activation of Google signals: collect cross-device data and remarket to users across devices. [Get started](#)

Analytics features are being enhanced to help you better understand your customers across devices and devices. When you choose to activate Google signals, Google Analytics will associate the visitation data that it collects from your site and/or with Google information from accounts of signed-in users who have consented to this information for the purpose of ads personalisation. This Google information may include end user location, search history, YouTube history and data from sites that partner with Google – and is used to provide aggregated and anonymised insights into your users' cross-device behaviours. By enabling these features, you acknowledge that you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, that you have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

### Granular location and device data collection

### Advanced Settings to Allow for Ads Personalisation





## **MISTAKE #6** Not Turning On Remarketing & Conversions in Google Ads



- Make sure you migrate your remarketing lists to GA4 in good time, otherwise you won't have an audience, or it will be too small for the ads to run.
- Google is pushing Conversions in GA4 as the best practice – make sure to disable your Google Ads conversions/UA Goals as conversions or you will be doubling counting conversions and overbid.

# Next Steps & Recap



Make sure you do the following

- 1 Get your GA4 code inserted by your web developer or marketing team
- 2 Make sure the code is tracking after 24 hours
- 3 Link to your other Google Products
- 4 Change your data collection settings
- 5 Enable Google Signals
- 6 Set up your events and conversions
- 7 Import remarketing lists
- 8 Change conversions in Google Ads to GA4 conversions

# Google Analytics 4 Setup Guide: A Practical Checklist for Businesses



## Google Analytics 4 Setup Guide: A Practical Checklist for Businesses

UNLOCKING GOOGLE ANALYTICS 4 FOR BETTER BUSINESS INSIGHTS

Welcome to our "Google Analytics 4 Setup Guide: A Practical Checklist for Businesses". In the ever-evolving digital landscape, understanding your website's performance is vital. This is where Google Analytics 4 (GA4) comes in.

With GA4, you can gain valuable insights into your website's performance, assisting you in making data-driven decisions that enhance your business strategies. But setting up GA4 can seem overwhelming for business owners or those just getting started with Google Analytics, which is why we've created this checklist.

In this streamlined guide, you'll learn the basics (and a few more advanced settings!) for your optimal GA4 setup - from account creation and tracking code installation to data stream setup and report configuration. This checklist will help you get your Google Analytics 4 account set up properly at a basic level and give you recommendations on more advanced set-up as well. If at any point you feel yourself struggling, don't forget to reach out to your WSI Consultant for support!

### BASIC SET-UP

#### 1. Google Account Setup

- If you don't have one already, create a Google account.
- Note:** Make sure you have access to the account that owns your website.

#### 2. Create a Google Analytics 4 Property

- Log in to Google Analytics - visit <https://analytics.google.com/>
- Click on "Admin" in the bottom left corner.
- In the "Account" column, select the account in which you want to create the property.
- In the "Property" column, click on "+Create Property".
- Select "Google Analytics 4" and click "Next".
- Fill out the details for your property (website) and click "Create".



[bit.ly/WSI-GA4-Checklist](https://bit.ly/WSI-GA4-Checklist)





**Now Let's Answer  
Your Questions**



# Reach Out to Your Local WSI Consultant

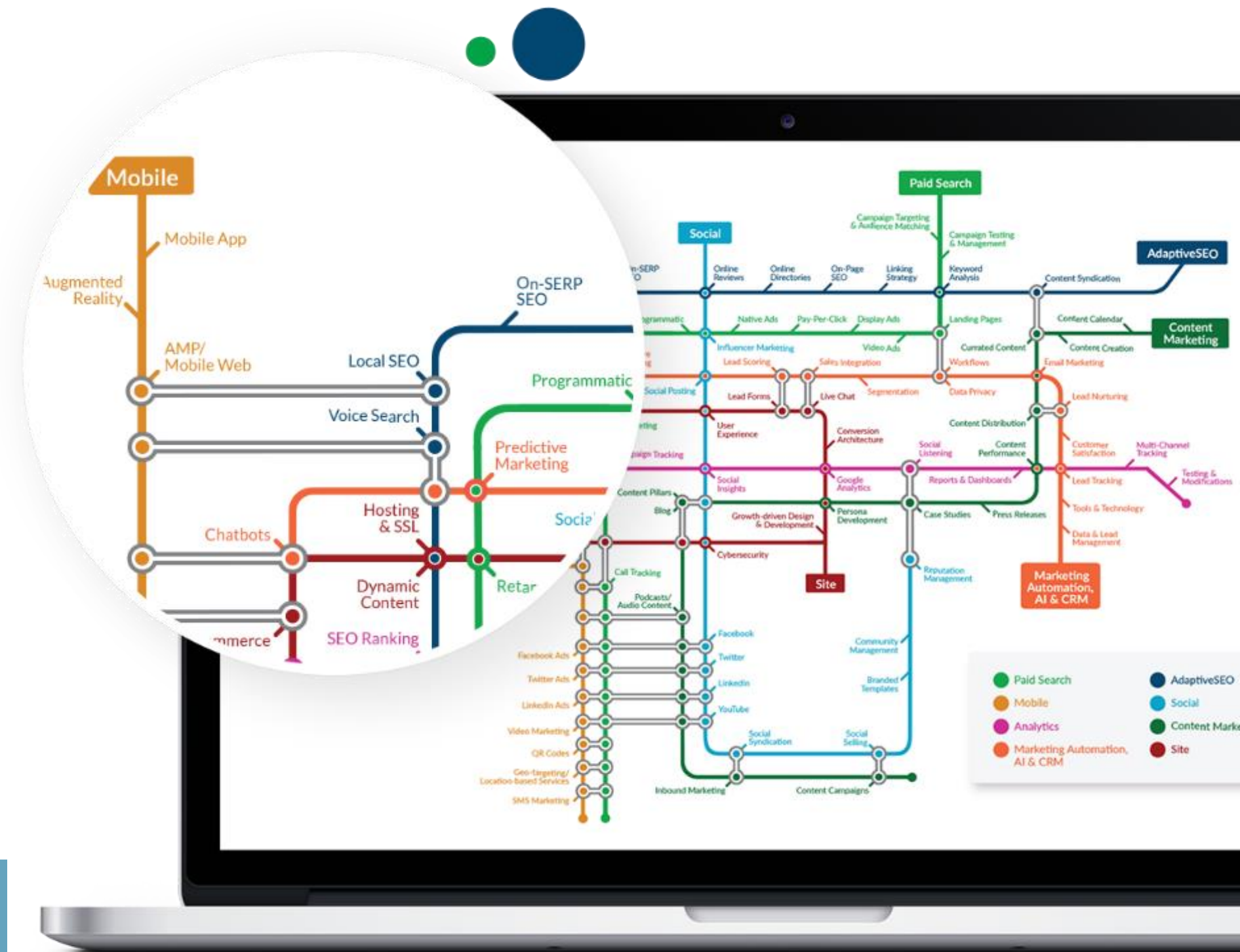
Talk to us, we can help!

Want to learn more about  
Google Analytics 4?

Reach out to your WSI  
Consultant or email  
[contact@wsiworld.com](mailto:contact@wsiworld.com)



[bit.ly/GA4-Speak-to-Expert](https://bit.ly/GA4-Speak-to-Expert)



# YOUR DIGITAL GUIDEBOOK

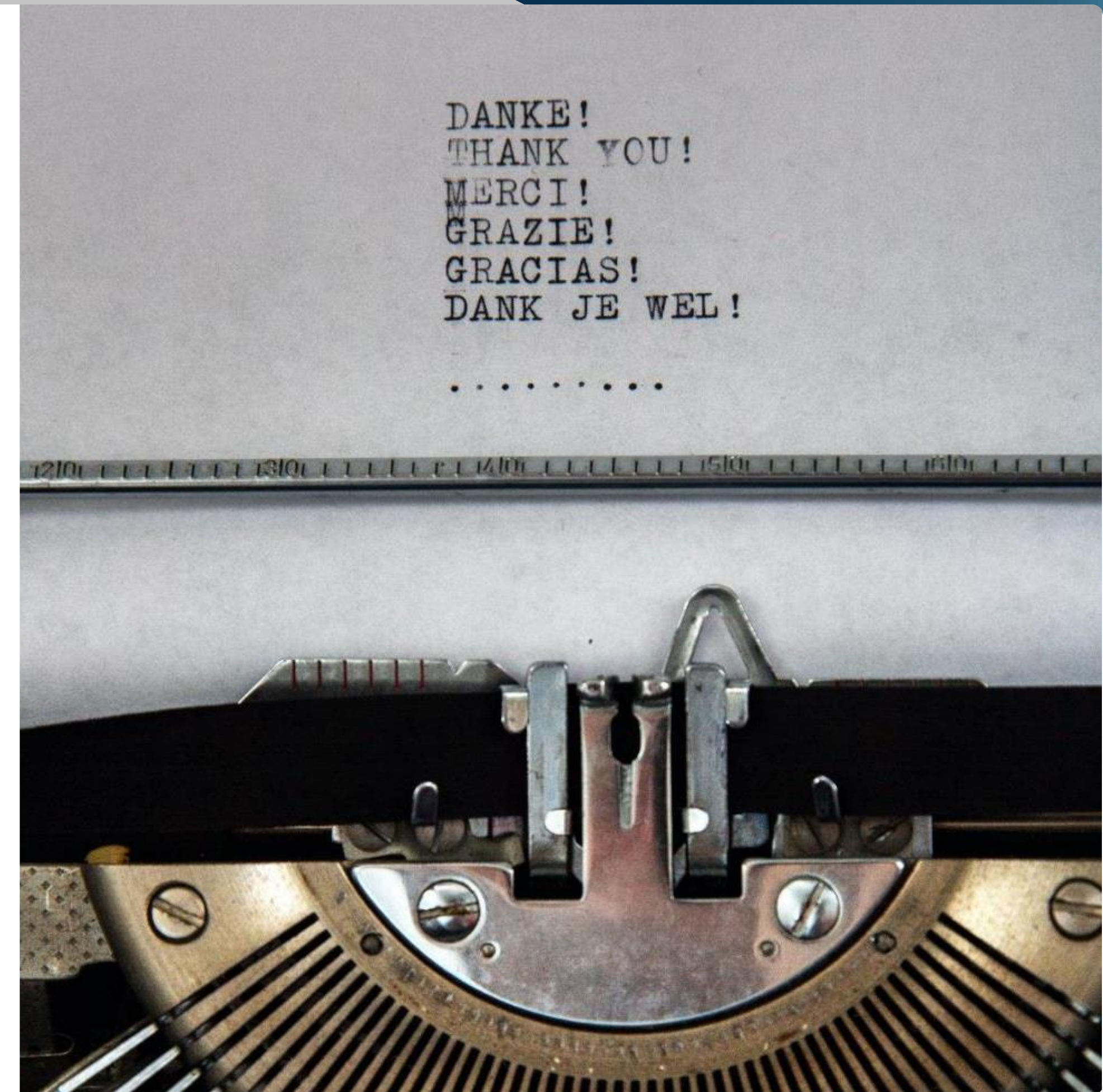
Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

[bit.ly/WSI-Digital-Minds-3](http://bit.ly/WSI-Digital-Minds-3)



# Thank You for Joining Us!

Please share your feedback in  
our survey!







**Embrace Digital. Stay Human.**