

Google Analytics will stop working next year – here are your options

James Akers, Wednesday 15 June 2022



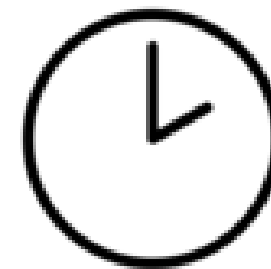
Digital Culture
Network



- What is happening and why
- Three questions to ask your organisation
- Privacy, consent and compliance
- [Short break]
- Alternatives to Google Universal Analytics
- Next steps and your questions answered

Why are website analytics tools useful?

- Where are my users coming from?
- How are users behaving on my site?
- Are users taking actions we want them to?
- How is my website performing?



What is happening and why?



Google Analytics 3

Launched April 2005

- Urchin (2005)
- Classic Analytics (2009)
- Universal Analytics (2014)



Google Analytics 4

Launched October 2020





Google Analytics 3

Launched April 2005

- ~~Urchin (2005)~~
- ~~Classic Analytics (2009)~~
- Universal Analytics (2014)

What is happening?

1 July 2023 - Google Universal Analytics (UA) will stop collecting any new data

- Historical data is still available

1 January 2024 – UA will be fully shut down

- No historical data
- No access to the interface



Three questions to ask your organisation

1. What do you **NEED** to know?

Some examples could be:

- Top level number of website visitors
- How well my marketing campaigns are doing
- Where users are getting stuck on the website
- What content performs the best/worst

2. WHY do you need it?

Who is the audience?


- Funders
- Senior leadership
- External partners
- Internal teams
- *Because we always have* 🧐🧐

3. WHAT is your organisational vision?

“Develop and increase digital skills and maturity of the arts and cultural sector in England”

- What are the right metrics?
- What tool(s) can provide this information?

Three questions to ask your organisation

1. What do you NEED to know?
 2. WHY do you need it?
 3. WHAT is your organisational vision?
- 

Time for a short break 
2 minutes

Privacy, consent and compliance

Share Article



In this article

About the webinar

You will learn

Resources and links

Further Support



James Akers Beginner Read



Webinar recording – Online privacy and the impact on advertising

Attachments:

 DCN - Online privacy and the impact on advertising (Jul 2021) (6080Kb)

 Online privacy and the impact on advertising | Digital Culture Network

 Watch later

 Share

Online privacy and the impact on advertising



James Akers
July 2021

 Digital Culture



ONE
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ABOUT SERVICES WORK BLOG CONTACT

Cookies 101: What cultural organisations need to know

May 27, 2022

Cookies have been a hot topic in online privacy debates for many years. The Privacy and Electronic Communications Regulations brought us those cookie banners you see everywhere, and the arrival of the General Data Protection Regulation Act in 2018 introduced an additional level of requirements.

There still seems to be some confusion over what an organisation needs to do with regard to cookies. The simple version is that a **website should ask people before loading any advertising or analytics tools that set cookies.**

GDPR cookie consent

What is needed to be compliant?

1. Ask people if they want to opt-in to cookies and tracking (and which types of tracking)
2. Be clear about why cookies are being used and what they are for
3. Only start tracking if they've opted in, and not before
4. Give people the ability to change their mind at a later time

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Our cookies

We use essential cookies to make our website work. These are set automatically and cannot be switched off. We'd also like to use optional cookies to improve our site and tailor any marketing to your interests. For more information, please read our **Cookie Policy**.

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Accept all

Enjoy a safe and comfortable experience

Find out what we're doing to make your visit safe (so you can focus on enjoying the art).

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Tues–Sun: 10am–6pm

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Necessary

11

Preferences

4

Performance

22

These enable basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies. For more information read our **Cookie Policy**.

These enable the website to remember information that changes the way it behaves or looks, like your preferred language or the region you're in.

These allow us to analyse how our website works, and how we should improve it, through collecting and reporting website visitor information anonymously.

Reject all

Accept all

A NEW HOME FOR ART & DESIGN

John Hejduk >

House,
London, W1J 0BD.

on Gardens,
W1S 3ET

visit >

Alternatives to Google Universal Analytics

Option 1: Nothing

Ask yourself:

- Do you really need any data at all? Why?
- Is privacy a core part of your vision statement?
- If you don't look at Google Analytics now, what will change with a new tool?

Option 2: An existing tool

What do you already have?

- Server logs
- Platform analytics
- Audience surveys
- Usability testing

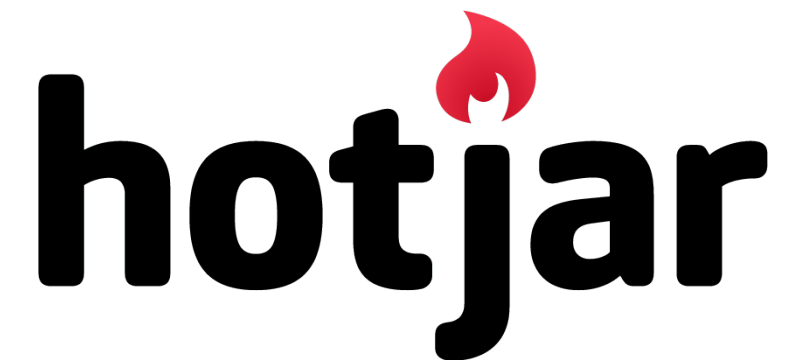
Option 3: A new tool

What functionality does the tool need?

- Data import and export
- Data retention control
- EU data storage
- Integrations
- Reporting

Use case 1:

We need to know the sticking points of the website user journey



- Free tier - 35 sessions per day
- Free Business account for non-profits



- Free and unlimited

Heatmaps

Visualize behavior – Understand what users want, care about and do on your site by visually representing their clicks, taps and scrolling behavior – which are the strongest



Visitor Recordings

See what your users see – Eliminate guesswork with Recordings of real visitor behavior on your site. By seeing your visitor's clicks, taps and mouse movements you can identify usability issues on the fly and issues they encounter.

Replay sessions of real site visitors.

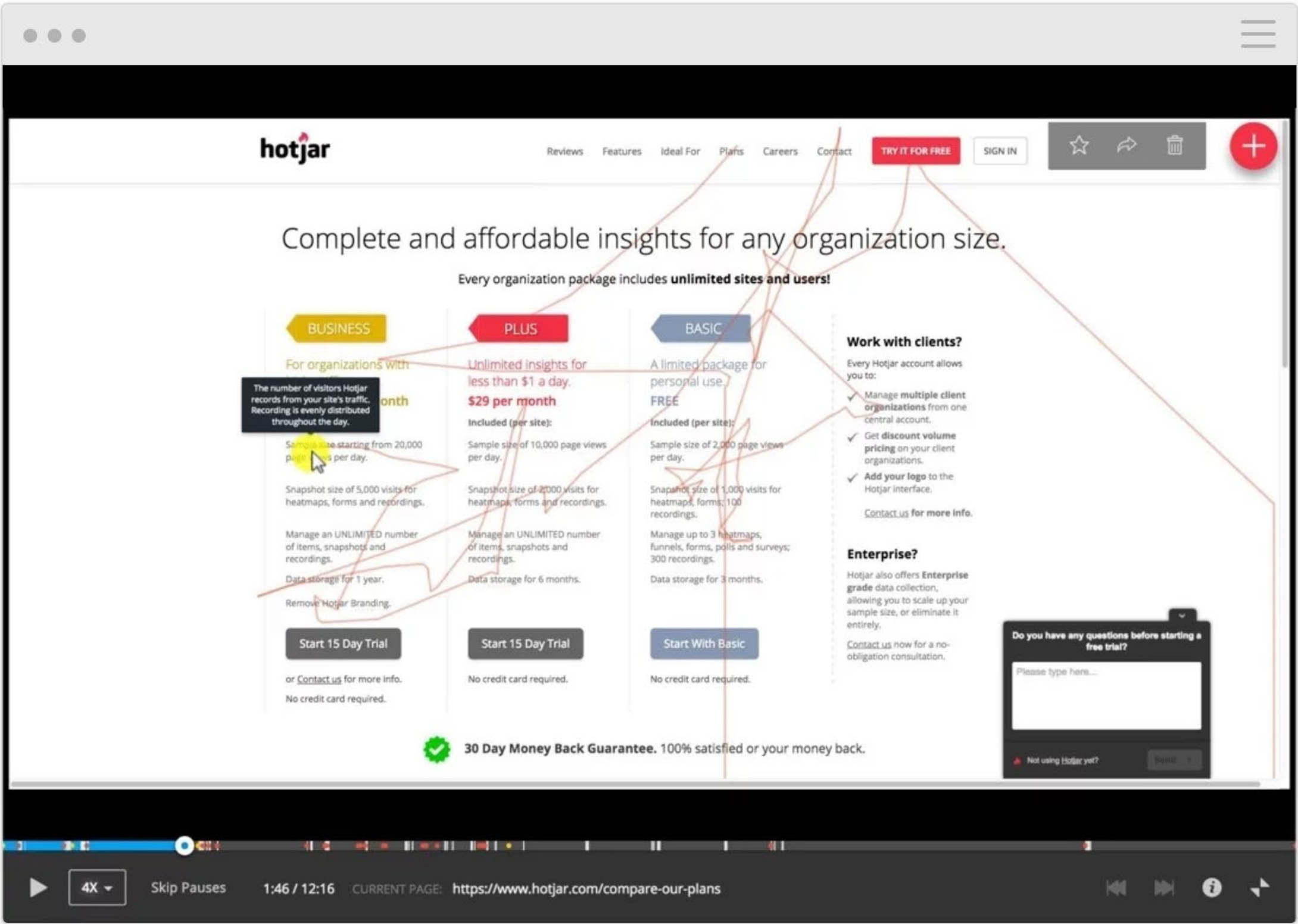
Tag Recordings

View user actions and take notes

Share Recordings with anyone

Easily filter your Recordings

Suppress keystrokes and text



Microsoft | Clarity

Product Pricing Resources | English (US) Sign in Sign up

Microsoft | Clarity

My Projects

Monika Kane

Clarity demo

Dashboard Recordings Heatmaps Settings

https://clarity.microsoft.com

Filters Segments

150 elements

Most clicks

1

DIV#clarity-app-root>D

442 clicks (33%) 2:47 min

2

DIV#clarity-app-root>D

442 clicks (33%) 2:47 min

3

DIV#clarity-app-root>D

442 clicks (33%) 2:47 min

4

DIV#clarity-app-root>D

442 clicks (33%) 2:47 min

5

DIV#clarity-app-root>D

442 clicks (33%) 2:47 min

6

DIV#clarity-app-root>D

442 clicks (33%) 2:47 min

Clarity demo

Dashboard Recordings Heatmaps Settings

Filters Segments

Sessions

Page load time

Pages per session

Scroll Depth

Bounce rate

Time Spent

Total sessions

Individual users

2,476

764

1.8 sec

median

4.7

median

25%

median

68%

average

1.8 min active time

2.4 min total

active

inactive

Dead clicks

41% of sessions have dead clicks

sessions with dead clicks

Recordings

Interesting user segments ?

12%

Rage clicks

18% of sessions have rage clicks

sessions with rage clicks

Recordings

Interesting user segments ?

8%

Excessive scrolling

18% of sessions have excessive scrolling

sessions with excessive scrolling

Recordings

Referrers

Use case 2:

We need to know when users complete core actions and purchases




































SPEKTRIX

 ticketsolve



Google Analytics 4


tessitura
NETWORK

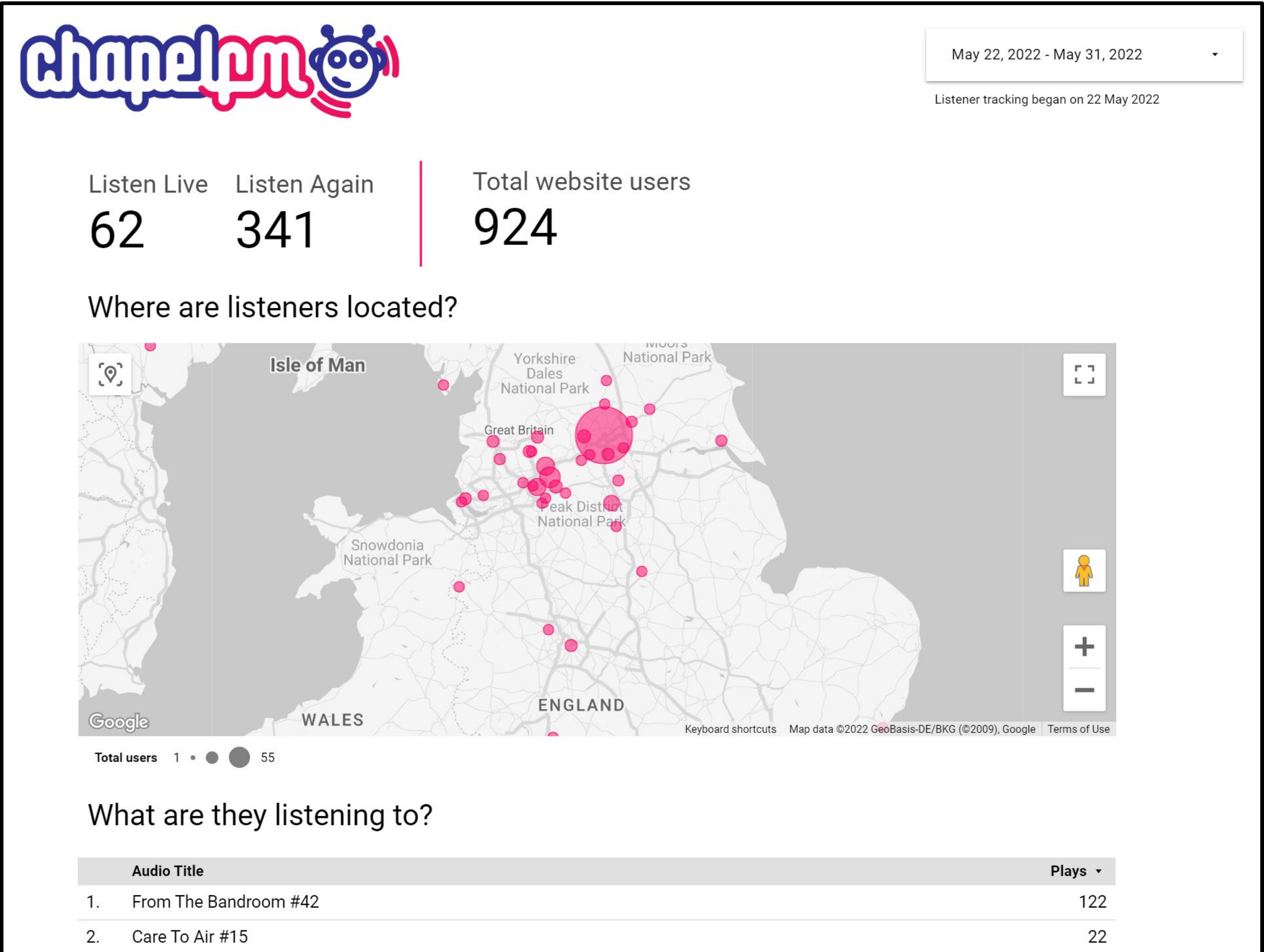
Existing events							
Event name 	Count	% change		Users	% change	Mark as conversion 	
click	192	 71.4%		79	 51.9%		
file_download	72	 323.5%		41	 310.0%		
first_visit	410	 10.5%		410	 10.5%		
page_view	2,891	 33.3%		553	 14.0%		
scroll	285	 15.4%		149	 2.8%		
session_start	1,245	 24.9%		556	 14.2%		
twitter_click	5	0.0%		5	66.7%		
video_complete	9	 80.0%		7	 75.0%		
video_progress	120	 135.3%		29	 141.7%		
video_start	63	 152.0%		41	 127.8%		
view_search_results	57	 72.7%		24	 20.0%		

Use case 3:

We need to easily share how we are performing across the organisation



Data Studio



Like for like replacements for Google Universal Analytics

fathom/

- No cookies
- EU Servers
- Import Universal Analytics data
- From £11 per month

 matomo

- Cookieless option
- Import Universal Analytics data
- Free self-hosted, or
- From £17 per month

 Plausible

- No cookies
- EU Servers
- Import Universal Analytics data
- From £9 per month


Google Analytics 4

- Consent Mode
- No Universal Analytics data import
- BigQuery export
- Free

Planning your next steps

Key dates

Before 30 June 2022

- Define your measurement plan
What do you need to know and why?
- Set up a new tool
If you need Year on Year analysis

Between 1 July 2022 and 30 June 2023

- Run Google Universal Analytics and your new tool in parallel
- Configure your new tool and get some training
- Move regular reporting to your new tool

Key dates

1 July 2023

- Update all regular reporting to the new tool
- Remove redundant Universal Analytics scripts and tags from your website

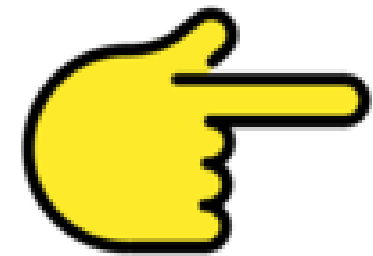
Before 1 January 2024

- Export useful historical stats from Universal Analytics
- Shed a tear and wave goodbye to an old friend

I want to do it myself and learn along the way

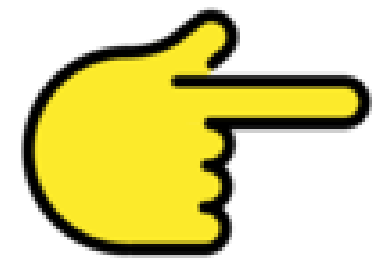


Contact the Digital Culture Network for free
1-2-1 help and support

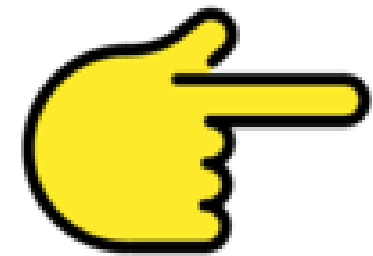


Read the follow up resources alongside
this webinar

I want to advise my developer/agency

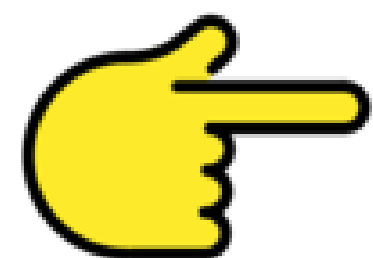


Contact the Digital Culture Network for a free 1-2-1 chat to define your measurement plan



Read the follow up resources alongside this webinar

I want someone to do it for me

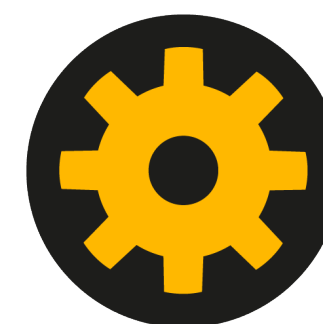


Approach an agency or freelancer to support you

One Further

šubstrakt

SUPERCOOL.



Cog



Freelancer directory

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Q&A




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digitalnetwork@artscouncil.org.uk



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About

Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown.

Read More

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago

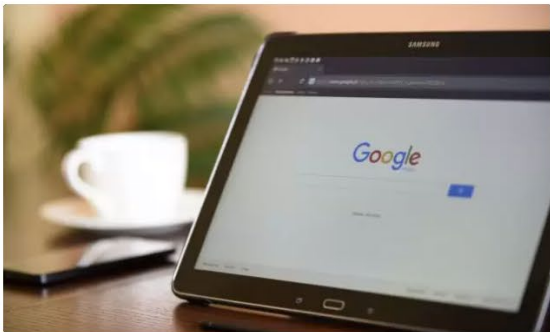


Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



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