# Getting started with Google Analytics 4 (GA4)

**James Akers, Wednesday 22 February 2023**

Digital Culture Network

# Where are you?

# You are not alone, we are here to help

**Digital Culture Network**

**ARTS COUNCIL ENGLAND**

James Akers

# Google Analytics 4

🕐 1 hr

📹 Web conferencing details provided upon confirmation.

In this session we can review your current Google Analytics 4 set up, outline important actions you wish to track, and explore relevant reports and analysis.

Cookie settings

## Select a Date & Time

March 2023　　　　　　〈　　〉

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
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| 20  | 21  | 22  | 23  | 24  | 25  | 26  |
| 27  | 28  | 29  | 30  | 31  |     |     |

**Time zone**

🌐 UK, Ireland, Lisbon Time (9:51am) ▾
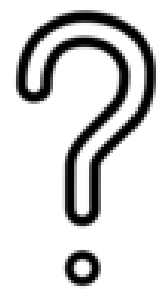
🔧 Troubleshoot

**Google** Analytics

# Session outline
## Today we will cover:

- How Google Analytics 4 (GA4) works
- The steps to set up GA4 for your website
- What Events mean and how to use them
- Exploring the interface and reports
- Next steps and recommendations

# 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?

# How does GA4 work?



Events

Cookies

Reports

Visitor

1 2

4

JavaScript

3

Data

Your Website

You

Google Servers
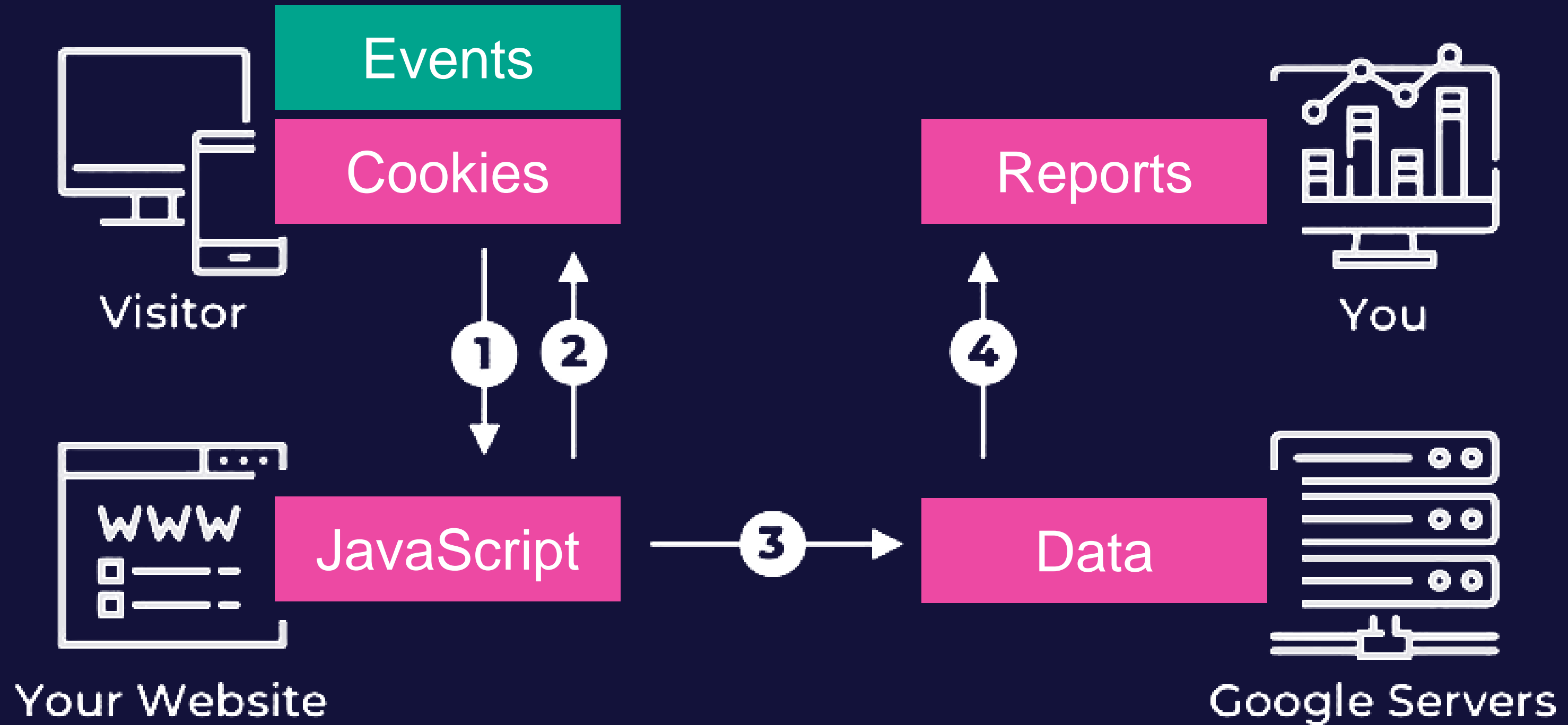
# We'll soon configure Google Analytics 4 for you

Hello.

Universal Analytics standard properties will stop processing data on 1 July 2023. To maximise historical data and to ensure that Google Analytics 4 (GA4) meets your specific needs, we recommend you make the switch to Google Analytics 4 now. This will give you the opportunity to customise the setup including using the latest site tag.

For any customer who does not set up a GA4 property with basic settings, starting in March, we will configure one with a few basic settings consistent with the existing Universal Analytics property; this includes certain conversion events, Google Ads links and existing website tags.

# Old

## Analytics

All accounts › Digital Culture Network ...
digitalculturenetwork.org.u...

- **Home**
- ▶ Customization

REPORTS
- ▶ 🕐 Realtime
- ▶ 👤 Audience
- ▶ ⤳ Acquisition
- ▶ 🗔 Behavior
- ▶ ⚑ Conversions

- ⤶ Attribution BETA
- 💡 Discover
- ⚙ Admin

### Google Analytics Home

| Users | Revenue |
|---|---|
| 861 | £0.00 |
| ↑8.8% | - |

Last 7 days ▾                          AUDIENCE OVERVIEW ›

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**Analytics**

All accounts › Digital Cult...
digitalculturen

- 🏠 Home
- ▶ 🟦 Customization

REPORTS
- ▶ 🕐 Realtime
- ▶ 👤 Audience
- ▶ ⤳ Acquisition
- ▶ 🗔 Behavior
- ▶ ⚑ Conversions

Google

Users
861
↑8.8%

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# New

## Analytics

All accounts › .Arts Council England
Digital Culture Network - G

🏠 Home

### Home

| Users | Conversions | New use | Conversions |
|---|---|---|---|
| 648 | 42 | 536 | 42 |
| ↑7.3% | ↑50.0% | ↑4.9% | ↑50.0% |

— Last 7 days  ▪▪ Preceding period

Last 7 days ▾                          View reports snapshot →

USERS IN LAST 30 MINUTES

⚙

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**Analytics**

All accounts › .Arts Cou
Digital Culture

- 🏠 Home
- 📊 Reports
- 📈 Explore
- ◎ Advertising
- 🗒 Configure

Conversions
42
↑ 50.0%

# Analytics

Digital Culture Network - G...

Try searching "Behavior overview"

Reports snapsh

Realtime

Life cycle

▸ Acquisition

▸ Engagement

▸ Monetization

Retention

User

▸ Demographi

▸ Tech
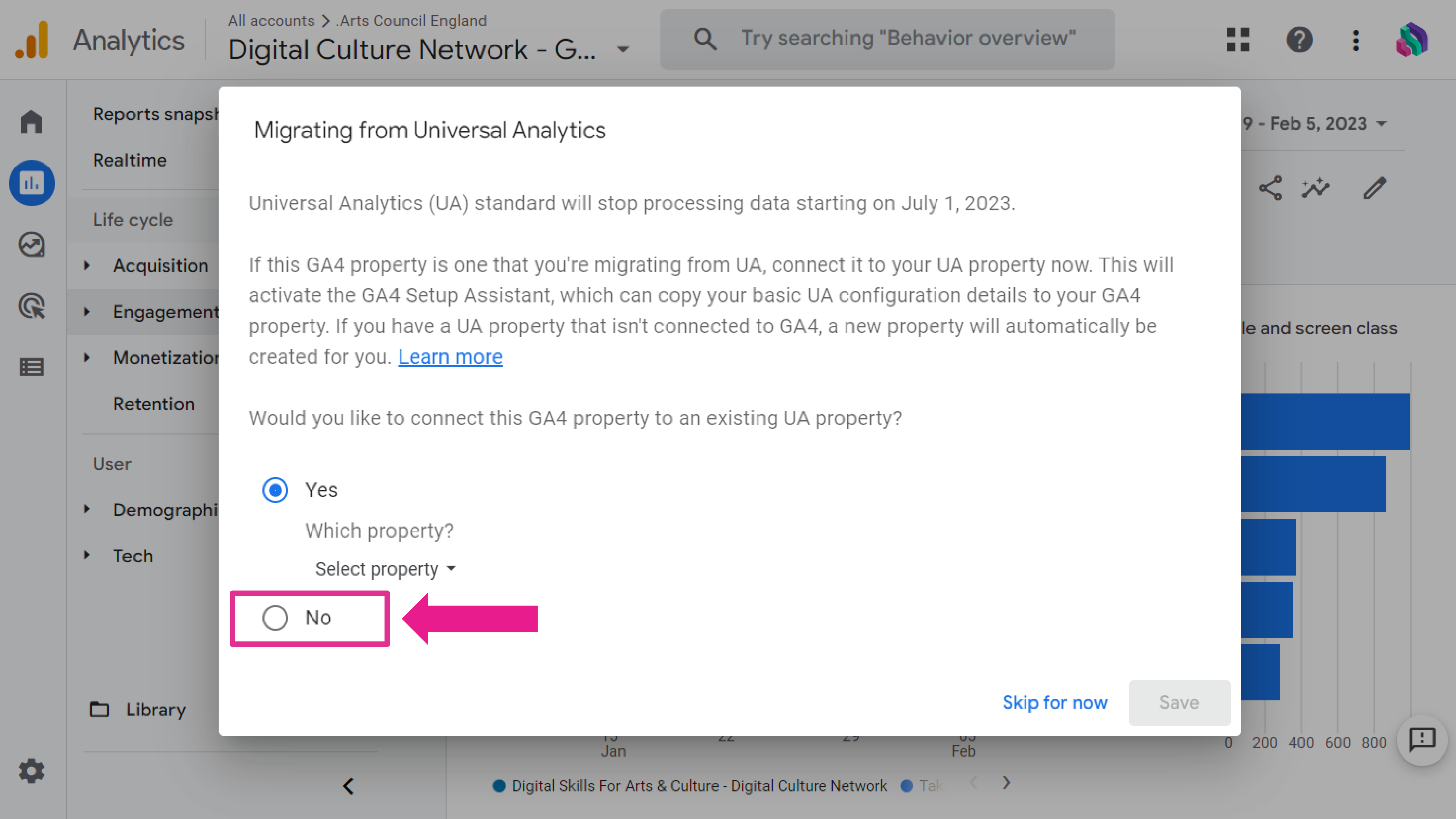
Library

## Migrating from Universal Analytics

Universal Analytics (UA) standard will stop processing data starting on July 1, 2023.

If this GA4 property is one that you're migrating from UA, connect it to your UA property now. This will activate the GA4 Setup Assistant, which can copy your basic UA configuration details to your GA4 property. If you have a UA property that isn't connected to GA4, a new property will automatically be created for you. Learn more

Would you like to connect this GA4 property to an existing UA property?

◉ Yes

Which property?

Select property ▾

◯ No

Skip for now          Save

9 - Feb 5, 2023 ▾

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Digital Skills For Arts & Culture - Digital Culture Network ● Tak
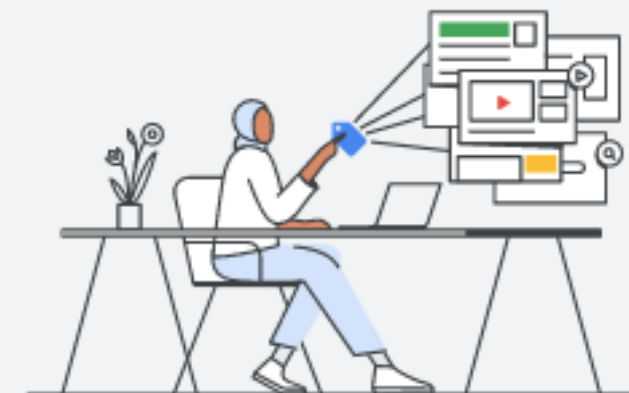
# Creating a GA4 property

# Installing it on your website

# Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.

| Install with a website builder or CMS | Install manually |
| --- | --- |

If you manage your site using one of the platforms listed below, you can finish setting up your Google tag without making changes to your code.

1. Get installation instructions by scanning a URL or choosing your website platform

https://mywebsite.co.uk                    Scan

Supported platforms

Site Kit plugin     MonsterInsights plugin     wix Wix     Squarespace     d Duda     Show 3 more
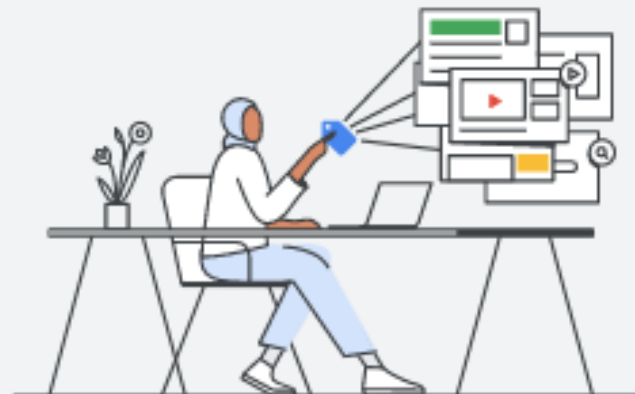
Don't see your website builder or content management system? Click here to learn more or install manually.

## Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.

| Install with a website builder or CMS | Install manually |
|---|---|

### Install the Google tag manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-87CNNMC29V"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-87CNNMC29V');
</script>
```

### Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.

Learn More

# GA4 Property Setup
## Recommended Admin configuration:

- Turn **Enhanced measurement** on, but **Form interactions** off
- Add you domain (e.g. website.org.uk) to **Configure your domains** and **List unwanted referrals**
- Increase the **Event data retention** to 14 months in **Data Settings** > **Data Retention**

# Events and Parameters

# **Events power GA4**

## Standard events:

- first_visit
- page_view
- session_start
- user_engagement

# Enhanced Measurement
## Events for additional actions:

- click
- file_download
- scroll
- view_search_results
- video_start
- video_progress
- video_complete

# **Parameters**
## Each Event passes the good stuff in parameters

- page_view
  - page_location – the page URL
  - page_referrer – previous page URL

# Dimensions
dimensions describe attributes

- Visitor's city or region
- Source of referral
- Browser type
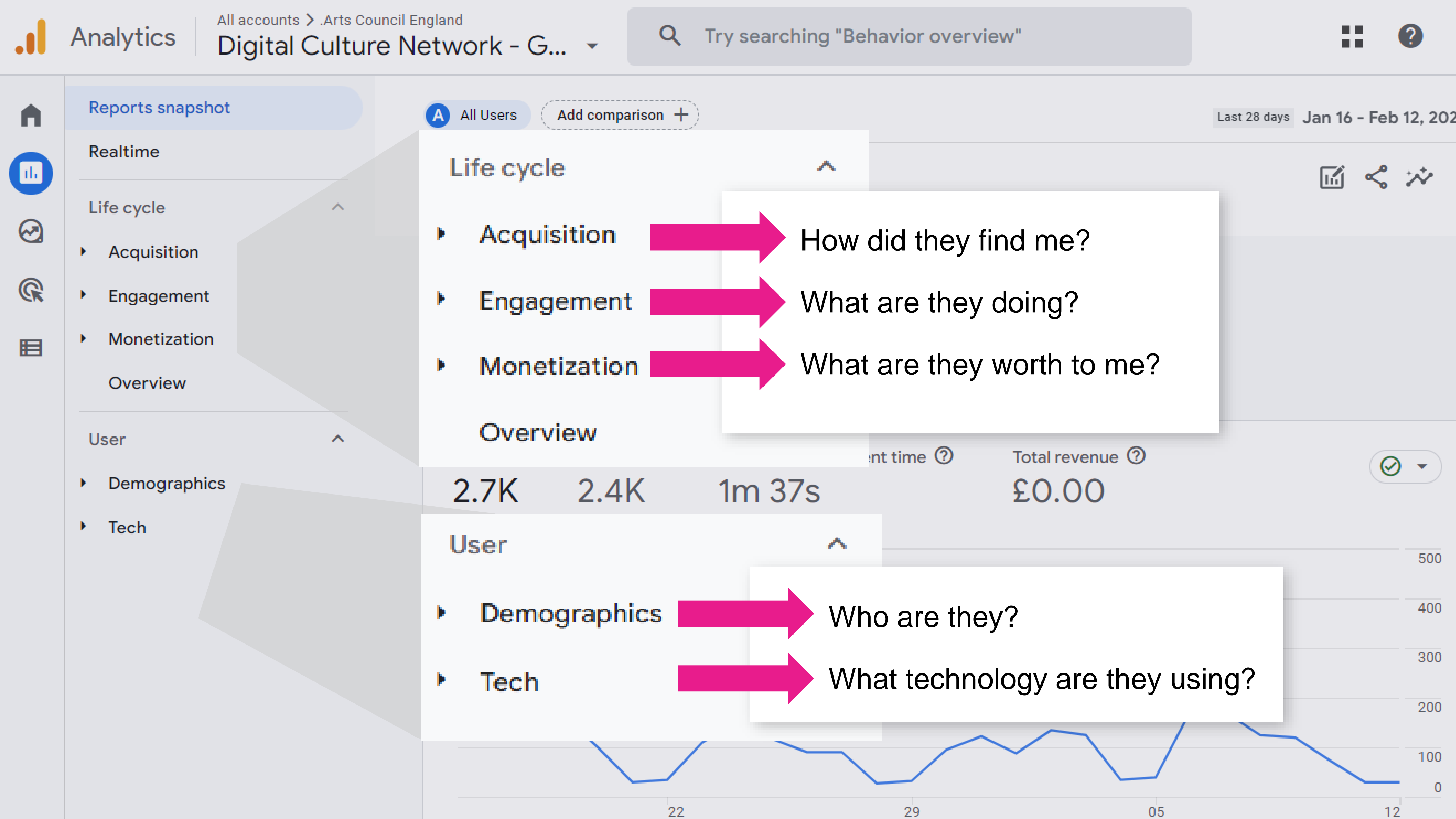- Operating system

# Metrics
a metric is a measurement

- Number of visitors
- Number of page views
- Number of sessions
- Time spent engaging with your site

# Frequently Asked Questions

- Can I import historical data?
- What dimensions and metrics are useful?
- Where is X report ?
- **What do I do with the data in the report?**

# Reports

Try searching "Behavior overview"
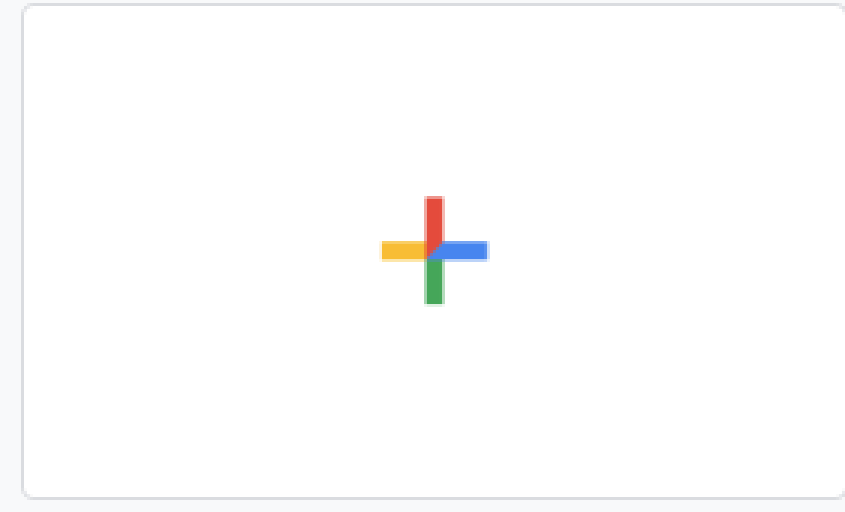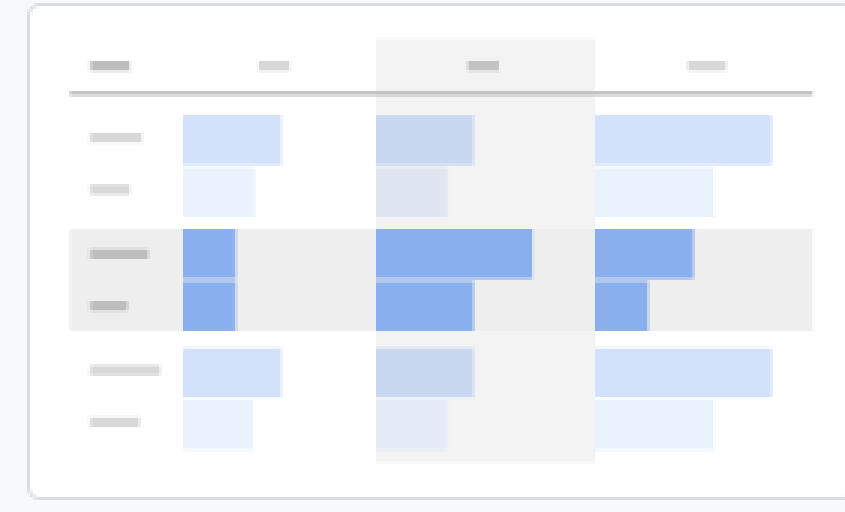
# Explorations

Start a new exploration                                    Template gallery



**Blank**
Create a new exploration



**Free form**
What insights can you uncover with custom charts and tables?



**Funnel exploration**
What user journeys can you analyze, segment, and breakdown with multi-step funnels?



**Path exploration**
What user journeys can you uncover with tree graphs?

| Type | Name ↓ | Owner | Last modified ↓ | Property | |
|------|--------|-------|-----------------|----------|--|
| 👥 | **File Downloads** | **Digital Culture Network** | Feb 2, 2023 | Digital Culture Network - Google ... | ⋮ |
| 👤 | **Funnel** | **Digital Culture Network** | Jan 24, 2023 | Digital Culture Network - Google ... | ⋮ |
| 👤 | **YouTube Plays** | **Digital Culture Network** | Dec 7, 2022 | Digital Culture Network - Google ... | ⋮ |
| 👤 | **Path exploration** | **Digital Culture Network** | Aug 17, 2022 | Digital Culture Network - Google ... | ⋮ |

# Next steps
## Recommended actions:

- Think about what you want users to do
- Link Google Search Console
- Link ecommerce from ticketing or shop systems
- Read the additional resources we send you

# Further resources

Available on our website with the recording of this webinar

James Akers    Beginner Read    ·    Typical R

**Webinar reco**
**are you meas**

Attachments:

⬇ DCN – why are you measuring that – Sept 2022

🔷 Why are you measuring that? | D

**Why are you**
**measuring tl**

James Akers    Intermediate Read    ·    Typical Reading Time 3 mins

# How to use UTM
# Parameters to track
# marketing activity

In this article we explain what UTM Parameters are and why they're useful fo
cultural organisations and individuals to consider using.

## What are UTM Parameters?

UTM Parameters are tags you can add to the end of the links you share on di
platforms, email campaigns and QR codes. When added to the end of your U
clicks one of the links can then be tracked in your analytics software (such as
Analytics). It is a great way for marketers to see the impact of their own activ
did the users come from? What did they go on to do on your website? This

James Akers    Beginner Read    ·    Typical Reading Time 9 mins    🖨

# Getting started with
# Google Looker Studio

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![James Akers]

James Akers

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🔧 Troubleshoot

Google Analytics

# Help us help you

# Q&A

Digital Culture Network | ARTS COUNCIL ENGLAND

# digitalnetwork@artscouncil.org.uk

Digital Culture Network

# digitalculturenetwork.org.uk

Ask a Tech Champion   Events   External Support ▾   News   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

We Are

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.
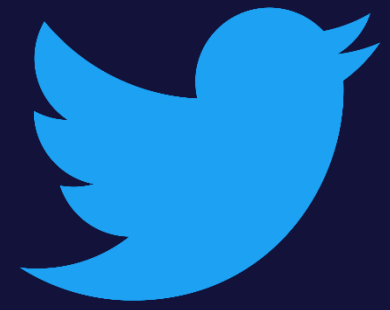
Haydn Corrodus · 2 months ago

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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