

Welcome

Before we get started

1. Today's webinar is scheduled to last **1 hour including Q&A**
2. Click the CC button for **Closed Captions**
3. **BSL interpretation** is available
4. This **webinar is being recorded** and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "**Everyone**" from the dropdown) and ask questions using the **Q&A button**. You can also use the reaction buttons! 🤔 🎉 😊

How to audit your Google Analytics 4 (GA4) account

James Akers, 18 April 2024



**Digital Culture
Network**



Today's session will cover

1. The common configuration issues in GA4
2. Things to check and how to resolve them
3. The terminology and what things really mean

 **Level warning:
Intermediate/advanced**

- 1. Control** 
- 2. Configuration** 
- 3. Compliance** 
- 4. Spam!** 

1

Control

Who controls your account?

Account

Digital agency

Your organisation

Property

Your website

Your website

All

Favorites

Recents

Search

Visit Platform Home



All accounts



Analytics Accounts

Properties & Apps

Mind Unit (clients 2)
17148263

https://www.creativeorganisation.co.uk/
UA-17148263-11

https://www.creativeorganisation.co.uk/ - GA4
395574795



✗ This should be **your** organisation



Google Marketing
Platform organisation

All

Favorites

Recents

Search

Visit Platform Home



All accounts

Analytics Accounts

Properties & Apps

.Arts Council Eng...
1964454



creativityexchange.org.uk - GA4
379559254



Digital Culture Compass - GA4
383786289



Digital Culture Network - Google Analytics 3
UA-1964454-19

Digital Culture Network - Google Analytics 4
250007192



Google Account setup

Account

Access

 yourorganisation@gmail.com	Administrator
 marketing@yourorganisation.co.uk	Administrator
 james@yourorganisation.co.uk	Editor

- Home
- Reports
- Explore
- Advertising

Admin

These settings apply to all users of this account and property. For settings apply only to you, go to [My preferences](#) in the left navigation.

ACCOUNT SETTINGS

Account level

Account

These settings affect your analytics account [What's an account?](#)

- Account details
- Account access management
- All filters
- Account change history
- Trash

PROPERTY SETTINGS

Property

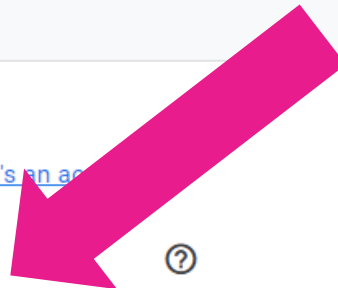
These settings affect your property [What's a property?](#)

- Property details
- Property access management
- Property change history
- Scheduled emails

Data collection and modification

These settings control how data is collected and modified

- Data streams
- Data collection
- Data import
- Data retention





Manage user permissions for .Arts Council England

Account permissions

You have access to this account, but you don't have permission to manage this account's users. Without Administrator role, you cannot add/remove users or change other users' permissions.

To manage this account's users, one of this account's administrators must grant you Administrator role.

[Request access](#)

You have direct permissions in this account.

 Digital Culture Network
digitalnetwork@artscouncil.org.uk

[Remove myself](#)

Admin











These settings apply to all users of this account and property. For settings apply only to you, go to [My preferences](#) in the left navigation.

ACCOUNT SETTINGS

Account level

Account

These settings affect your analytics account [What's an account?](#)

















 Account details		 Account change history	
 Account access management		 Trash	
 All filters			

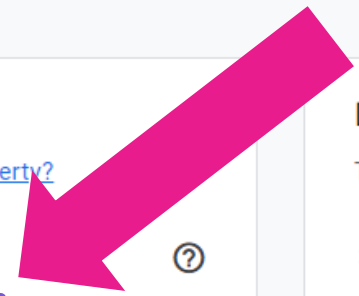
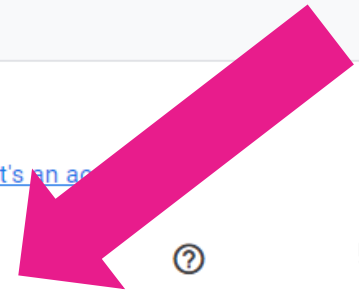
PROPERTY SETTINGS

Property level

Property

These settings affect your property [What's a property?](#)

 Property details		Data collection and modification	
 Property access management		These settings control how data is collected and modified	
 Property change history		 Data streams	
 Scheduled emails		 Data collection	
		 Data import	
		 Data retention	



Analytics: Property access management 14 rows

Search

<input type="checkbox"/>	Name ↑	Email	Roles and data restrictions ?	
<input type="checkbox"/>		[Redacted]	Analyst	
<input type="checkbox"/>		[Redacted]	Viewer	
<input type="checkbox"/>	Digital Culture Network	digitalnetwork@artscouncil.org.uk	Administrator	
<input type="checkbox"/>	hello@jamesakers.co.uk	hello@jamesakers.co.uk	Editor	
<input type="checkbox"/>		[Redacted]	Analyst	
<input type="checkbox"/>		[Redacted]	Viewer	
<input type="checkbox"/>		[Redacted]	Viewer	
<input type="checkbox"/>		[Redacted]	Viewer	
<input type="checkbox"/>		[Redacted]	Viewer	
<input type="checkbox"/>		[Redacted]	Editor	
<input type="checkbox"/>		[Redacted]	Viewer	
<input type="checkbox"/>		[Redacted]	Analyst	
<input type="checkbox"/>		[Redacted]	Administrator	

Add users

Roles and restrictions


2

Configuration

Recommended admin configuration

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

Enhanced Measurement

Admin > Data collection and modification > Data streams > your website > Events 



Enhanced measurement

Save



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



Recommended admin configuration

1. Turn *Enhanced measurement* on, but *Form interactions* off
2. Add your domain (e.g. website.org.uk) to *Configure your domains* and *List unwanted referrals*

Configure your domains and list unwanted referrals

Admin > Data collection and modification > Data streams > your website > Configure tag settings > Configure your domains

Show more > List unwanted referrals



Cross-domain measurement works by appending parameters to the URLs on your website. In rare cases, your web server run into an error.

Specify all of your domains that use this tag. This list enables cross-domain measurement and further defines which links on your site trigger Outbound Click events when using enhanced measurement. [Learn more about cross-domain measurement](#)

Cross-domain Linking Configuration

Include domains that match the following conditions

Match type

Contains

Domain

digitalculturenetwork.org.uk

Contains

eventbrite

[Add condition](#)

Add domains wherever you are using GA4 – including ticketing systems and payment gateways

Recommended admin configuration

1. Turn *Enhanced measurement* on, but *Form interactions* off
2. Add your domain (e.g. website.org.uk) to *Configure your domains* and *List unwanted referrals*
3. Increase the *Event data retention* to 14 months

Set Event data retention to 14 months

Admin > Data collection and modification > Data retention

[Create](#)

in

preferences

Assistant

Account settings

Account

Property settings

Property

Data collection and modifica...

Data streams

Data collection

Data import

Data retention

Data filters

Data deletion requests

Data display

Product links

Data retention

User and event data retention

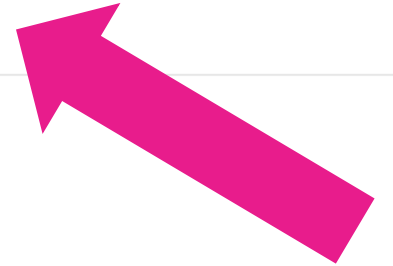
You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more about data retention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

Event data

Data retention ⓘ 14 months

User data

Data retention ⓘ 14 months

Reset user data on new activity ⓘ [Save](#)[Cancel](#)



+ Create



Analytics Intelligence search...



Data collection and modifica...



Data display



Product links

Google AdSense links

Google Ads links

Ad Manager links

BigQuery links

Display & Video 360 links

Floodlight links

Merchant Center links

Google Play links

Search Ads 360 links

Search Console links

Search Console links

Search Console property name
https://digitalculturenetwork.org.uk/

Search

Link

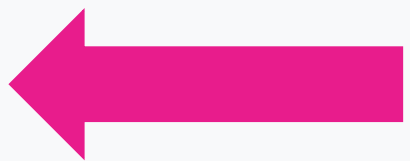
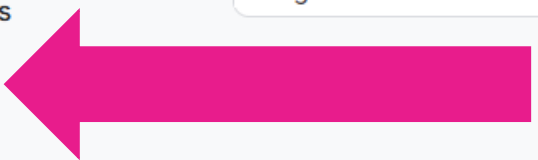
Date linked

Jul 22, 2022



Google Ads
To see campaigns and ad spend in reports

Search Console
To see keywords, impressions and clicks on Google Search results



3

Compliance



Sign up to the Digital Culture Network Newsletter!

Grow your digital skills • Get free digital advice • Hear about best practice

Newsletter sign up



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](#).

Manage settings

Accept all

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sectors, the Network is

27 May • Written By Simon Jones

Cookies 101: What cultural organisations need to know

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.**

If your website doesn't do that then you can run into various different headaches, which we'll cover below.

First, let's break down what cookies are, how their use is governed and what approach we recommend our clients take to ensure they're compliant.

Cookie Consent Management

Platform	Cost per month (from)
----------	-----------------------

complianz	£4.33 (WordPress)
------------------	-------------------

Cookiebot	£11
------------------	-----

CookieYes	£8
------------------	----

onetrust	£10
-----------------	-----



Verify data consent settings

Review which Google services can receive consented personal data from the European Economic Area (EEA).



Analytics

All accounts > Blast Theory

Blast Theory - GA4



Try searching "property ID"



Reports snapshot



Traffic acquisition: Session default

Realtime



Life cycle



Acquisition

Overview

User acquisition

Traffic acquisition

Campaigns

Users by Session default channel group over time





Verify data consent settings

Review which Google services can receive consented personal data from the European Economic Area (EEA).

[Dismiss](#)

[Learn more](#)

[Manage data](#)



Analytics

All accounts > Blast Theory

Blast Theory - GA4



Try searching "property ID"



Reports snapshot



Realtime



Life cycle



Acquisition



Overview



User acquisition



Traffic acquisition



Campaigns



Engagement



Overview



Events



Conversions

Pages and screens

Library

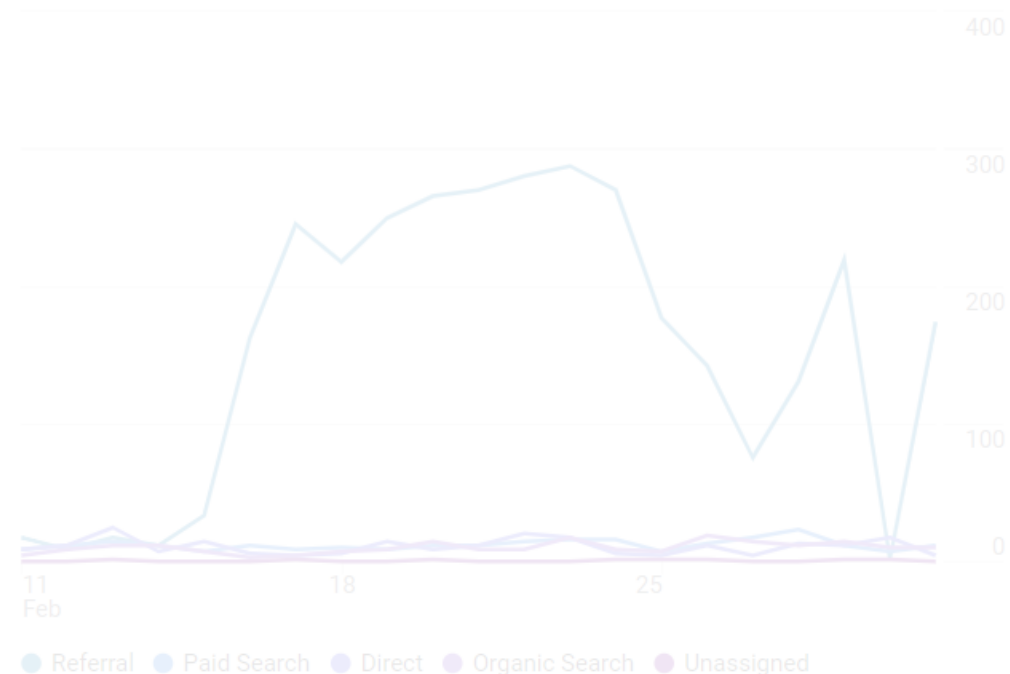


Traffic acquisition: Session default channel group

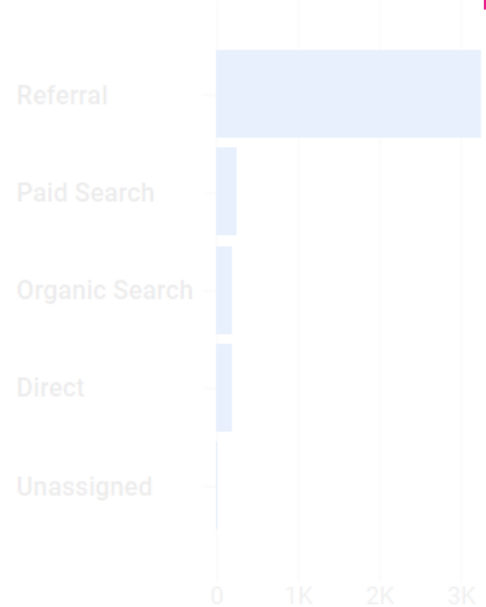


Custom Feb 11 - Mar 11, 2024

Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10

1-6 of 6

Session default channel group


Users


Sessions

Engaged sessions


Average engagement time per session


...


 Verify data
Review which


 Analytics

 + Cre

 Admin

 My prefer

 Setup Ass

 Account s

▶ Account

Property s

▶ Propert

▼ Data co

Data

Data

Data


Data

Data



Consent settings

Set up your consent signals (it may take 48 hours for those updates to show up here):

 Ads measurement consent signals active

To verify that your business is collecting end-user consent before sending personal data to Google for [advertising purposes](#), implement ads measurement consent signals. You can do this using a consent management platform or the consent mode API. [Learn more about consent signals](#)

[Consent mode](#) [Certified Consent Management Platforms](#)

 Ads personalization consent signals active

To verify that your business is collecting consent from end users in the EEA before sending personal data to Google for use in ads personalization, implement ads personalization consent signals. If personal data is not labeled with end-user consent, EEA-based visitors will not be included in the audience lists exported to Google Ads and will affect ads personalization. To configure consent signals, use a consent management platform or the consent mode API. [Learn more about consent signals](#)

[Consent mode](#) [Certified Consent Management Platforms](#)

Choose how to use your consented data:

 Verify data consent settings

Review which Google services can receive consented personal data from the European Economic Area (EEA). [Learn more about data usage across Google services](#)

9 Jan • Written By Simon Jones

Google Consent Mode V2 and what it means for arts organisations

The short version

If you want to keep using retargeting via Google Ads from March 2024 then you'll need to be using a cookie consent banner that's compatible with Google's Consent Mode V2.

Things you should check:

4

Spam

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition**
 - Campaigns
- Engagement
- Monetization
- Retention
- User
 - User attributes
- Library

All Users Add comparison +

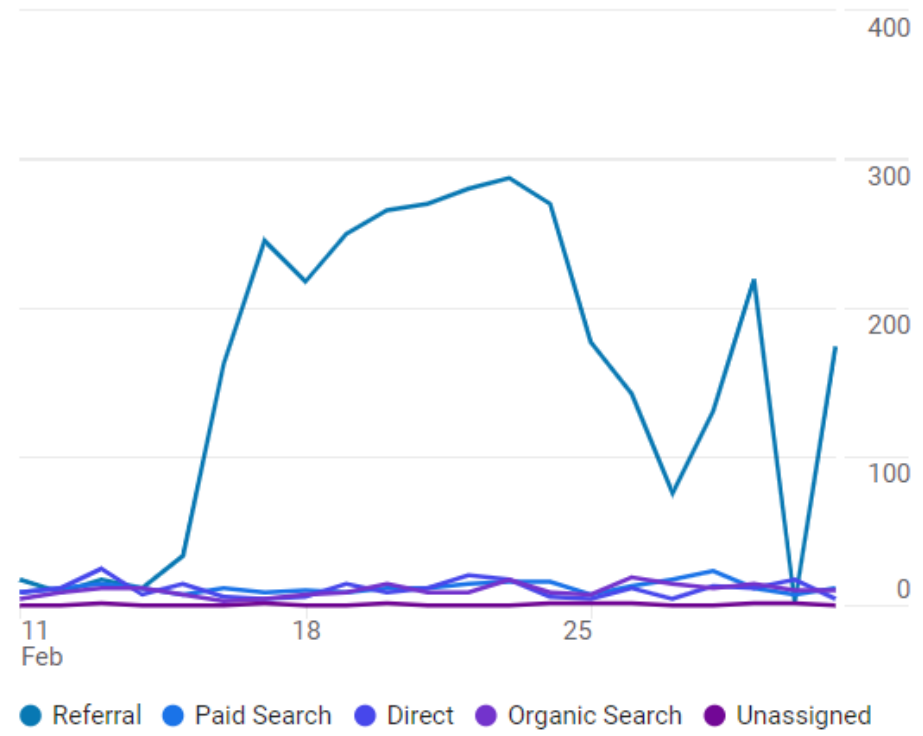
Custom Feb 11 - Mar 2, 2024

Traffic acquisition: Session default channel group

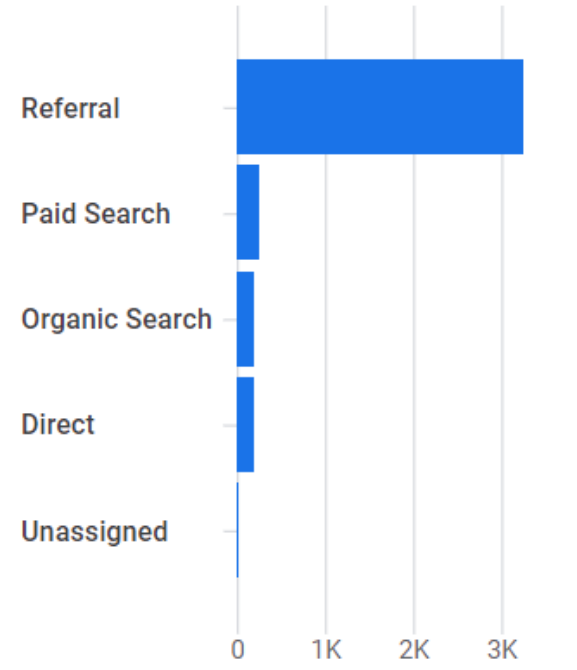


Add filter +

Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10

Go to: 1

< 1-10 of 39 >

	Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session
		3,882 100% of total	4,339 100% of total	895 100% of total	11s Avg 0%
1	news.grets.store / referral	1,741	1,735	0	0s
2	static.seders.website / referral	581	579	0	0s
3	rida.tokyo / referral	348	347	0	0s
4	google / cpc	247	345	289	30s
5	(direct) / (none)	196	380	250	24s
6	google / organic	184	337	251	38s
7	info.seders.website / referral	168	168	0	0s

To help you we've created a



GA4 audit tool





Default Data

Click to select Google Analytics data

How to use this report

Select your Google Analytics 4 (GA4) property from the drop down at the top of the page and the data will update automatically. Click *View data* to learn more about each check.

Note: You must be logged into the same Google Account which has access to your Google Analytics 4 property. The default data you will see is from Google's demo account.

[Download report](#)

To discuss the results in detail - download the report and email it to digitalnetwork@arts council.org.uk

Data quality

What does this mean?

1. Do you have this many web pages?

1406

If lower than expected, GA4 may not be installed on all pages. If higher, there may be a configuration issue

[View data](#)

2. Percentage of Direct traffic

64.26%

Anything over 30% is a concern. Usually caused by a configuration issue or a [Cookie Consent platform](#)

[View data](#)

3. Do you have Unassigned traffic?

Yes

Unassigned sessions occur when the source doesn't match one of Google's Default Channel Groups

[View data](#)

4. How many domains are sending traffic?

7

Your GA4 Measurement ID can be used across multiple websites and subdomains e.g. a shop

[View data](#)

5. Do you have many 404 pages?

232

If users are visiting pages which don't exist, they will

[View data](#)

Fixing things

Reports snapshot

Realtime

Life cycle

Acquisition

- Overview
- User acquisition
- Traffic acquisition**
- Campaigns
- User acquisition cohorts

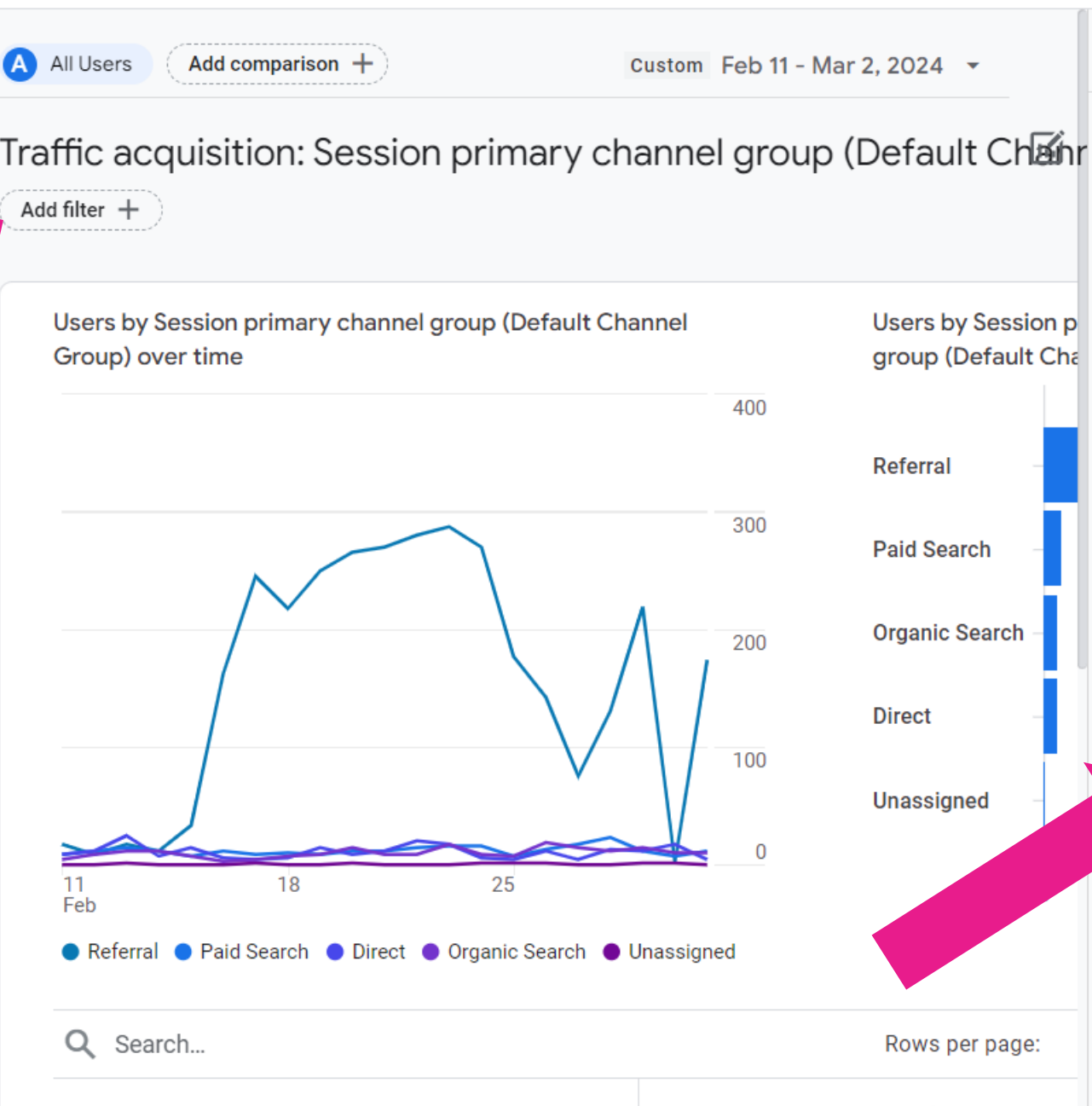
Engagement

Monetization

Retention

Search Console

Library



Build filter

CONDITIONS (BUILD UP TO 5)

Dimension: Region

Match Type: does not exactly match

Value: Masovian Voivodeship

Select dimension value

- Kuyavian-Pomeranian Voivodeship
- Masovian Voivodeship
- Mendoza Province
- Montana
- Normandy
- Pays de la Loire

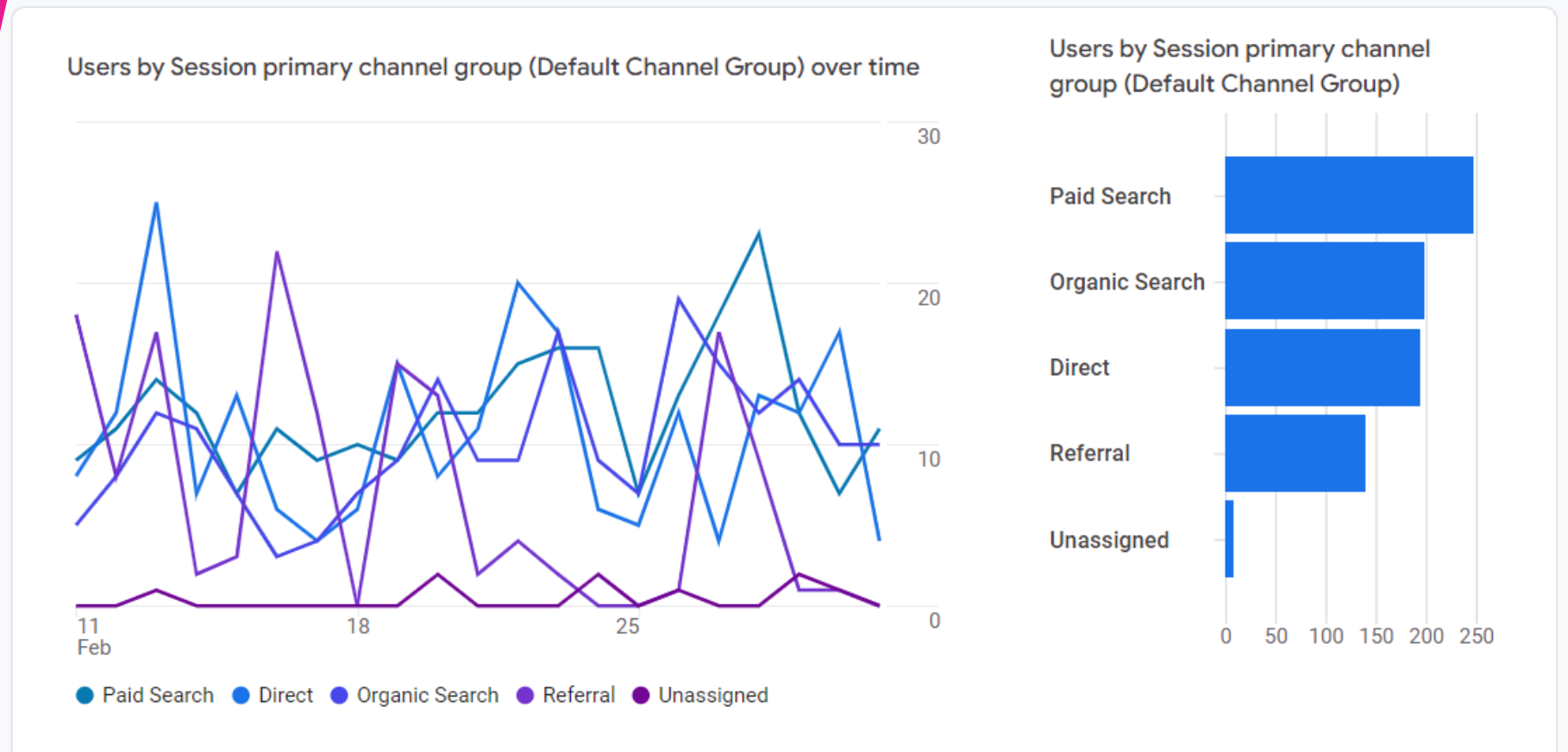
- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition**
 - Campaigns
 - User acquisition cohorts
- Engagement
- Monetization
- Retention
- Search Console
- Library

All Users Add comparison +

Custom Feb 11 - Mar 2, 2024

Traffic acquisition: Session primary channel group (Default Channel Group)

Region does not exactly m...



Work in the arts, creative and cultural sector in England?

Book a **free** one-to-one with our
Tech Champion specialists



Digital Culture
Network



Free Support

digitalculturenetwork.org.uk

Digital Marketing and Strategy

Search Engine Optimisation

Data Analytics and Insight

Pay Per Click Advertising

Audience Data Collection

Digital Content Creation

Digital Accessibility

Ticketing and CRM

Email Marketing

Social Media

eCommerce

Websites



Q&A

Enable Google signals to collect age, basic gender and advertising interests

Admin > Data collection and modification > Data collection

Create

Preferences

Assistant

Settings

Account

Privacy settings

Property

Data collection and modification

Data streams

Data collection

Data import

Data retention

Data filters

Data deletion requests

Display

Product links

Data collection

Google signals data collection



By activating Google signals, you allow Google Analytics to collect data about both your traffic and the data collected through a standard Google Analytics implementation in order to give you additional features. Google signals will not be included in [Google Analytics reporting identity](#).

When Google signals is turned on, Google Analytics will collect visitation information and associate it with Google's information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. Google's information may include end-user location, search history, YouTube history, and data from sites that partner with Google. 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](#).

Google signals data collection is allowed in **307 of 307** regions.



Note: Enabling the above toggle causes Google Analytics to automatically collect additional data about your traffic to provide additional insights about your users and enable audience sharing. If you don't want to collect data for Google signals, you should disable the toggle above as well as ensure that you have not [manually enabled](#) Remarketing and Advertising Reporting Features in your Google Analytics tags.

User-ID and user-provided data collection



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

23 Feb • Written By Simon Jones

Your Universal Analytics data will be deleted in July

During the week of July 1, 2024 you will permanently lose access to all of your historical Universal Analytics data.

If you're responsible for data in an arts or cultural organisation, keep reading to find out what you need to do.

There's no need to panic - you switched over to Google Analytics 4 ages ago, right? It does, however, raise some important considerations:

- How often do you compare long-term website performance over multiple years?
- Do you have any active funding or partner commitments that require you to report on website activity from a



Digital Culture Network

Get in Touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



Digital Culture Network