

Digital Ready / FOR BUSINESS

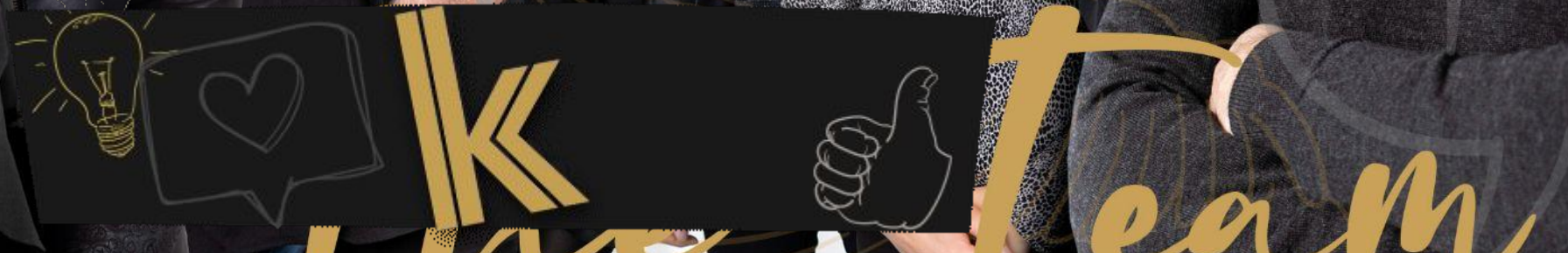
# Google Analytics UA to GA4







kingthing.





# We're helping Tasmanian small businesses take the next step online.

Search by keyword or topic. E.g. Instagram or Snapchat 

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- [Search Engine Optimisation](#)
- [Advertising](#)
- [Digital Strategy](#)
- [Analytics](#)
- [Website](#)
- [Social Media](#)
- [Cyber Security](#)



Our latest resources

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# Chapters

1. Why is Google making the change?
2. Difference between UA and GA4
3. Terms
4. Changing over to GA4
5. GA4 Demo
6. Questions



Google Analytics | UA to GA4

# Why is Google making the change?



# Why is Google making the change?

- Moving to a cookieless world.
- Google has created GA4 with privacy front-of-mind.
- Using event-based data modelling for its measurement.



Google Analytics | UA to GA4

# Difference between UA and GA4



# Difference between UA and GA4



- Access to insights across both app and web.
- Almost all UA reports are available in GA4
- Dynamic Machine Learning to give predictive insights about user behaviour including users who are likely to convert and users likely to churn, which can be used in audiences.
- UA was largely time based GA4 is event based.
- Enhanced measurement of events - previously these had to be tracked using additional tracking via GTM/manual tagging but GA4 will include as standard.



## Google Analytics | UA to GA4

- If you have goals or audiences setup in UA you can move those to GA4
- Different interface



Google Analytics | UA to GA4

# New terms for GA4



# Events

An event allows you to measure a specific interaction or occurrence on your website or app, that is **important to your business**.

- When someone loads a page
- Clicks a link
- Completes a purchase
- A form or newsletter is submitted

There are four different types of events the main ones being standard events and custom events.



# Conversion

- Any user action that's valuable to your business; for example, a user purchasing from your store or subscribing to your newsletter.
- When you want to measure a conversion, you mark an event that measures the user action as a conversion.





Google Analytics | UA to GA4

# Changing over to GA4



# Changing over to GA4

- If you haven't manually changed over to GA4, Google will have migrated your UA settings across to a new GA4 property.

You are probably also seeing things like:



# Changing over to GA4

This property will stop processing data starting 1 July 2023

To continue collecting data, go to Setup Assistant to migrate your property to Google Analytics 4. Otherwise, one may be created for you based on your current settings. [Learn more about UA deprecation.](#)

Days

04

Hours

02

Minutes

40

Seconds

48

No, thanks

Go to Setup Assistant

Google Analytics | UA to GA4

# Changing over to GA4



This property will stop processing data starting on July 1, 2023. A new Google Analytics 4 property (GA4) has been set up for you based on your original property. To continue measuring website performance, verify your new property settings and complete setup.

[Learn more](#)

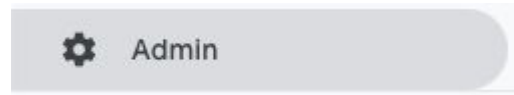
[Complete GA4 setup](#)



# Changing over to GA4

Step one - go to your UA property in Google Analytics identified by **UA-12345678** then 8 digits.

Step two - select




ADMIN



USER

Account [+ Create Account](#)

Kingthing Marketing ▾

 Account Settings Account Access Management All Filters Account Change History Rubbish BinProperty [+ Create Property](#)

Kingthing Marketing (UA-52132474-1) ▾

 **GA4 Setup Assistant** Property Settings Property Access Management Tracking Info Property Change History Data Deletion Requests**PRODUCT LINKS** Google Ads links AdSense links Ad Exchange links All ProductsView [+ Create View](#)

All Web Site Data

 View Settings View Access Management Goals Content Grouping Filters Channel Settings E-commerce Settings **Calculated metrics** BETA**PERSONAL TOOLS & ASSETS** Segments Annotations Multi-Channel Funnels Settings



ADMIN USER


Property + Create Property

Kingthing Marketing (UA-52132474-1)

- GA4 Setup Assistant
- Property Settings
- Property Access Management
- Tracking Info
- Property Change History
- Data Deletion Requests
- PRODUCT LINKS
- Google Ads links
- AdSense links
- Ad Exchange links
- All Products

### Google Analytics 4 Property Setup Assistant Connected

You have successfully connected your properties. [Learn more about Google Analytics 4 properties](#)



Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

[Go to your GA4 property](#)

**Connected Property** Disconnect

You can disconnect your properties at any time.

GA4 PROPERTY NAME	PROPERTY ID
Kingthing Marketing	250909949

Automatically set up a basic Google Analytics 4 property



This is your GA4 property. Your connected Universal Analytics property remains unchanged.

[Open connected property](#)

## Setup Assistant

Connected to [www. \[redacted\]](#)

Set up these features to get the most out of your property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

0 / 7 marked complete



### Data collection

#### Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)

DATA FLOWING >



Manage data streams



Mark as complete



### Property settings

#### Turn on Google signals

Access aggregated data from people with Google accounts who allow Ads Personalisation. [Learn more](#)

Not started >

#### Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)

Not started >





This is your GA4 property. Your connected Universal Analytics property remains unchanged.

[Open connected property](#)

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1 / 7 marked complete



### Data collection

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DATA FLOWING



### Property settings

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Access aggregated data from people with Google accounts who allow Ads Personalisation. [Learn more](#)

Not started



#### Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)



Manage Google Signals



Mark as complete

#### Define audiences

Find, group, and remarket to your most engaged visitors. [Learn more](#)



Setup Assistant

Property Settings

**Data Streams**

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Import

Reporting Identity

Attribution Settings

Property Change History

Data Deletion Requests

DebugView

PRODUCT LINKS

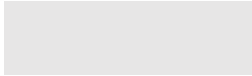
All

IOS

Android

Web

Add stream



- GA4

5186569293

Receiving traffic in past 48 hours.



## 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



Configure enhanced measurement



### 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](#)


✓ Data flowing



## ✕ 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 that 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 videos embedded on your site with [JS API support](#) enabled.

### File downloads

-  Capture a file download event each time a link is clicked with a common document, compressed file, application, video or audio extension.





## Data collection

### Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)

DATA FLOWING  >

## Property settings

### Turn on Google signals

Access aggregated data from people with Google accounts who allow Ads Personalisation. [Learn more](#)

SIGNAL OFF  >

### Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)

1 CONVERSION  >

### Define audiences

Find, group, and remarket to your most engaged visitors [Learn more](#)

2 AUDIENCES  >

## Google Ads

### Link to Google Ads

Connect to your Google Ads account, so your GA4 audiences and conversion-event data are exported to Google Ads by default. [Learn more](#)

1 ADS LINK  >

### Bid on GA4 conversions

Use Google Ads to bid on GA4 conversions [Learn more](#)

0 ADS CONVERSIONS  >

### Target ads to GA4 audiences

Go to Ads and bid using GA4 audiences. [Learn more](#)

0 ADS AUDIENCES  >

## Advanced setup (optional)

### Manage users

Add users, user groups and permissions. [Learn more](#)

No administrator access  >

### Import data

Enhance your reporting with more data sources. [Learn more](#)

>

### Link to BigQuery

Search and manage large Analytics data sets. [Learn more](#)

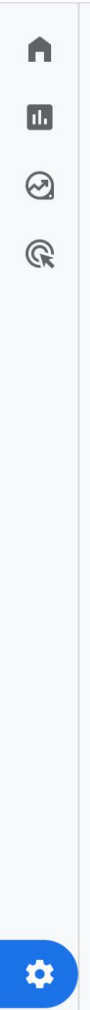
LINK NOT ACTIVE  >

### Set up User ID

If your business generates user IDs, use them for cross-platform, cross-device reporting in Google Analytics. [Learn more](#)

USER ID DISABLED  >





ADMIN USER

Account + Create Account

Demo Account

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

Property + Create Property

GA4 - Google Merch Shop (213025502)

- Setup Assistant
- Property Settings
- Data Streams**
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- DebugView



Analytics All accounts > Demo Account GA4 - Google Merch Shop Try searching "compare conversions from organic vs direct channels"

ADMIN USER


Property + Create Property

GA4 - Google Merch Shop (213025502)

- Setup Assistant
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- DebugView

### Data Streams

All iOS Android Web

 <b>North America &amp; Canada Website</b> http://shop.googlemerchandisestore.com	1600198309	Receiving traffic in past 48 hou
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✔ Data collection is active in the past 48 hours.

### Stream details




STREAM NAME	STREAM URL	ST
<b>North America &amp; Canada Website</b>	<b>http://shop.googlemerchandisestore.com</b>	<b>10</b>


MEASUREMENT ID  
**G-PSW1MY7HB4** 


### 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 [+ 1 more](#)

 **Modify events**  
Modify incoming events and parameters. [Learn more](#)

 **Create custom events**  
Create new events from existing events. [Learn more](#)



Google Analytics | UA to GA4

# GA4 Demo

[DEMO SITE](#)





# Why is Google making the change?

- Moving to a cookieless world.
- Google has created GA4 with privacy front-of-mind.
- Using event-based data modelling for its measurement.



# Google resources

1. YouTube migration steps with the GA team [here](#)
2. [Link](#) to the Google Analytics YouTube channel
3. Google Analytics [help centre](#) for GA4
4. [List](#) of recommended events
5. How to set up [recommended events](#)
6. Digital Ready [website](#)



# Catch up on anything you've missed

- Revisit our previous live stream videos
- Digital coaching
- Browse the free resources at [digitalready.tas.gov.au](https://digitalready.tas.gov.au)

