

# HOW TO SET UP GOOGLE ANALYTICS 4


**A comprehensive guide**

# What is GA4?

GA4 is built off the backbone of the App + Web platform (aka Firebase). GA4 takes a different approach to data collection and reporting than what you are used to seeing in Universal Analytics (UA).

Google is pushing marketers to re-think how they interpret user data by changing to an 'event' based model. Data is collected and presented differently in GA4, as it focuses more on the events and interactions from the user's journey.





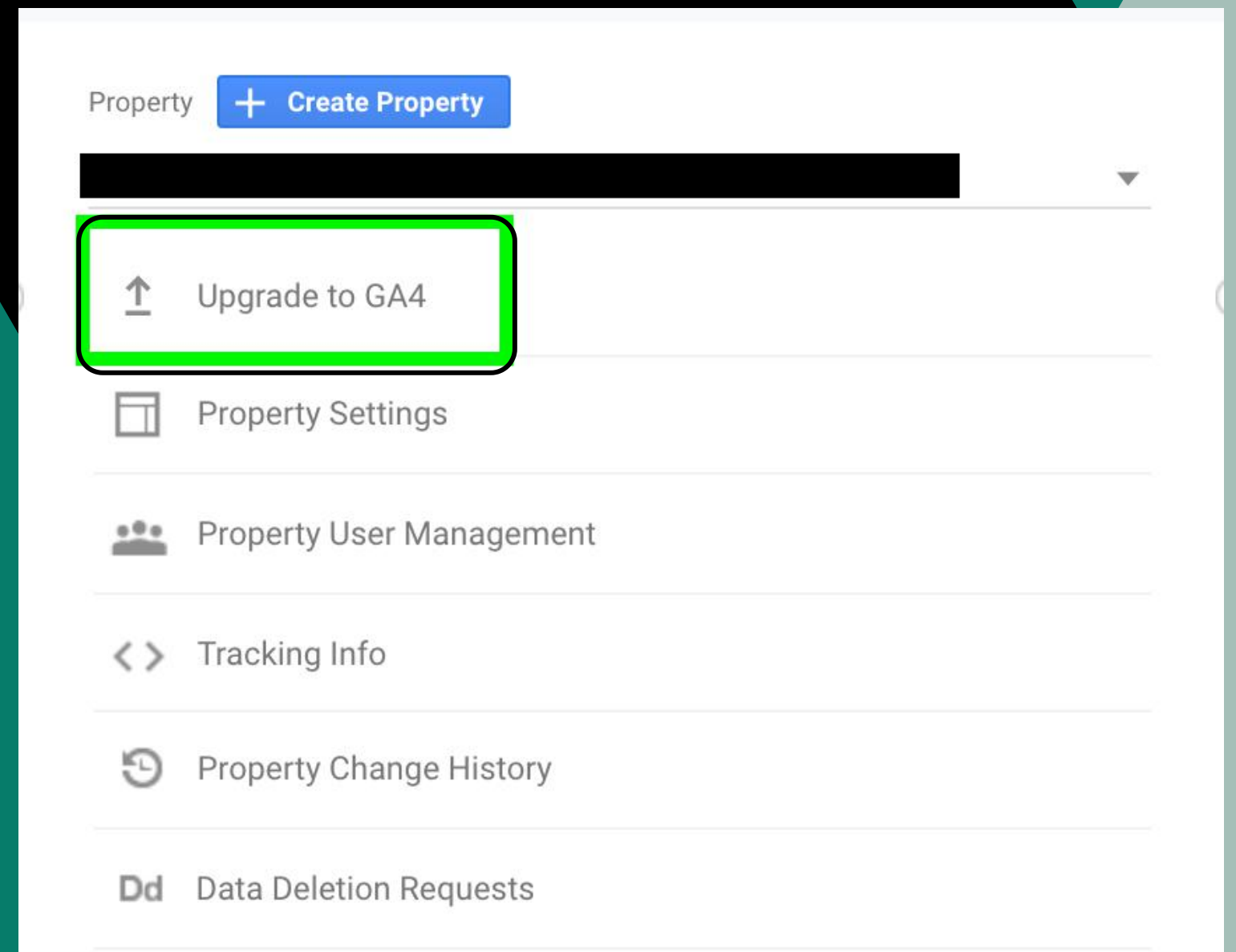
It is also important to note that this will become the new default Google Analytics moving forward as new Google Analytics setups normally\* require you to set up GA4 and not UA. Luckily, we can run GA4 parallel with a current UA setup so we can show you how to set this up.

\*New UA Property setups are still available. Look for the 'Show Advanced Options' link after clicking 'Create Property.' You will have the option to create both GA4 and UA or create UA only.

# How to set up GA4

1 It's time to set up GA4 on your Google Analytics account.

Let's get started by navigating to your Admin Settings within your Google Analytics Account. Under Property Settings, look for the 'Upgrade to GA4' link. If the upgrade option isn't available to you, you can click on 'Create Property' to create a new GA4 Property and skip ahead to step 4 after following the Create Property setup.



# 2

Click 'Get Started' to begin the setup process with Google Analytics' setup wizard.


Then you'll have several options depending on your current GA setup. If you are using the Google Site Tag to implement UA, the wizard will be able to enable data collection with your existing tags.

If you are not using the Global Site Tag, the following steps will outline how to enable data collection using Google Tag Manager (GTM).

Upgrade to Google Analytics 4 Not Connected

Get started with Google Analytics 4 properties. [Learn More](#)

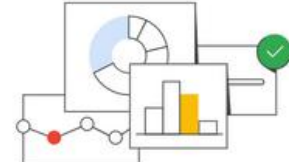
- Set up a Google Analytics 4 property based on this Universal Analytics property's settings by connecting them.
- This Universal Analytics property remains unchanged and continues to collect data.
- You'll set up data collection for your new Google Analytics 4 property. More tools to copy your Universal Analytics configurations to your connected Google Analytics 4 property will become available over time.



**I need to create a new Google Analytics 4 property**

We'll connect the property to a new Google Analytics 4 property and use your existing tagging and settings, so you don't have to start from scratch.

[Get Started](#)



**I want to connect to an existing Google Analytics 4 property**

You'll be responsible for tagging your site. By connecting now, you'll be able to take advantage of future upgrade tools to assist with other configurations. Firebase users, use this option to connect to your existing Google Analytics 4 property.

Select an existing Google Analytics 4 property ▾

[Connect Properties](#)

# 3

In order to start the data collection, we'll need to generate a Measurement ID for our new GA4 Property. The Measurement ID is similar to the UA ID. Enter the 'Tag installation' menu by clicking the right arrow shown below.

## Setup Assistant

Get the most out of your new property by reviewing the following settings and features. By configuring these now, you'll have more complete data for your future analyses.

[Learn more about Google Analytics 4 properties](#)



 Collection

### Tag installation

Add the global site tag to your web pages or the Firebase SDK to your app so you can collect event data in your new property. [Learn more](#)

### Custom event measurement

Measure custom events that are important to your business. [Learn more](#)

### User ID

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

### Enhanced measurement

Automatically measure deep website user behavior and content success. [Learn more](#)

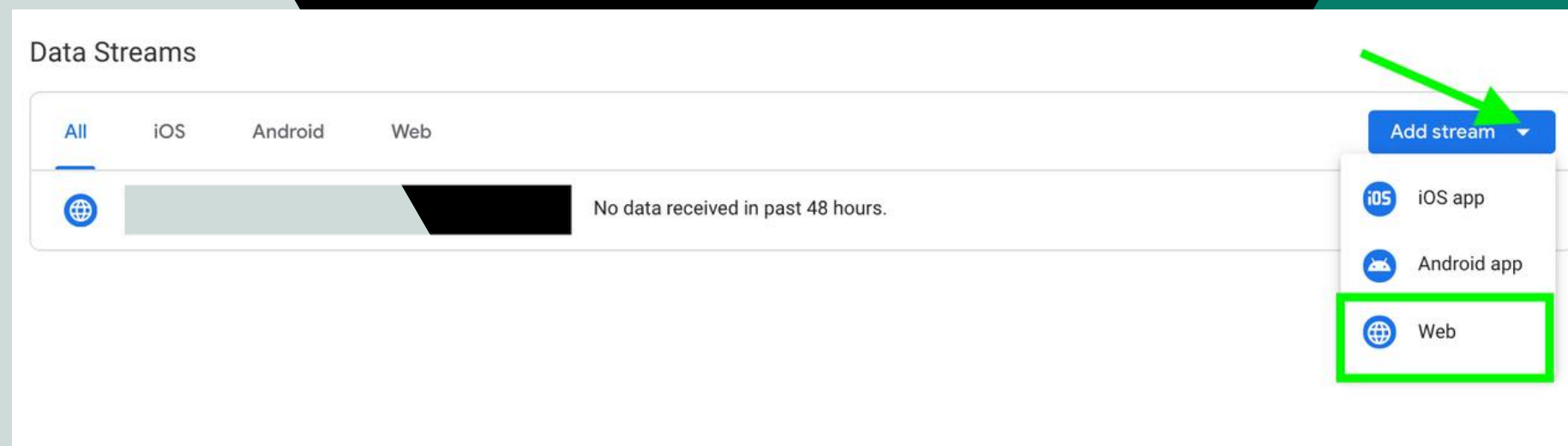


# 4

GA4 doesn't have Views like its predecessor. Instead, it has Data Streams.


The Data Stream expands beyond the Pageview Request as it measures certain events automatically such as Scrolls, Outbound Link Clicks, Site Search, File Downloads and more. Expand the Add Stream dropdown and select the app to track.


In this example, we're tracking a website so we'll select Web.




**5** Configure your Data Stream by entering your Website URL and Stream name. Click 'Create Stream' when finished.





Set up your web stream

Website URL https://  

Stream name  

 **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](#) 

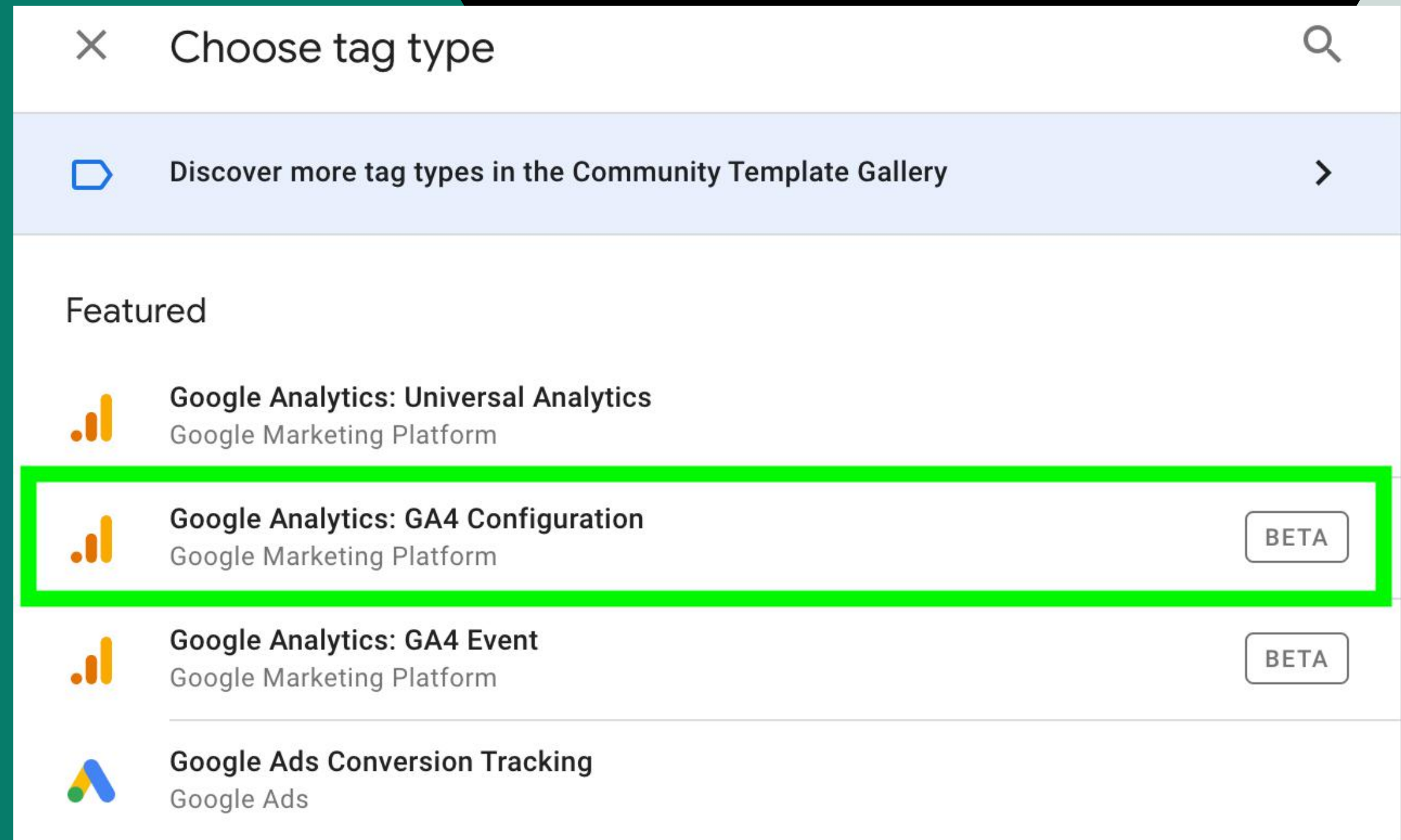


6 Now we have our Measurement ID. Copy or make note of the Measurement ID as it is required for setting up the GA4 Configuration Tag in Google Tag Manager.

The screenshot displays the GA4 interface with the following elements:

- STREAM URL**: [Redacted]
- STREAM NAME**: [Redacted]
- MEASUREMENT ID**: G-DL73 [Redacted] with a copy icon and a green arrow pointing to it.
- STREAM ID**: [Redacted]
- STATUS**: No data received in past 48 hours. [Learn more](#)
- 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](#) [Toggle switch is turned on]
- Measuring:** Page views, Scrolls, Outbound clicks, + 3 more [Settings gear icon]

7 Navigate to your Google Tag Manager Dashboard, create a New Tag, Select 'Tag Configuration,' and choose 'Google Analytics: GA4 Configuration' as the Tag Type.








# 8

Next, we're going to add the Measurement ID. I recommend creating a Constant Variable for the Measurement ID instead of entering it manually.

This will allow you to reference the Measurement ID for other Tags and prevent inconsistencies in the future.

Complete the following steps to create a Constant Variable.

-  Click on the Variable icon
-  Create a new Variable
-  Click the Variable Configuration to populate the Variable Type list
-  Select the 'Constant' Variable under Utilities
-  Enter your GA4 Measurement ID into the Value field and hit Save

**9** Now that the Tag is set, configure your Trigger to fire on All Pages and hit Save to complete the GA4 Configuration.

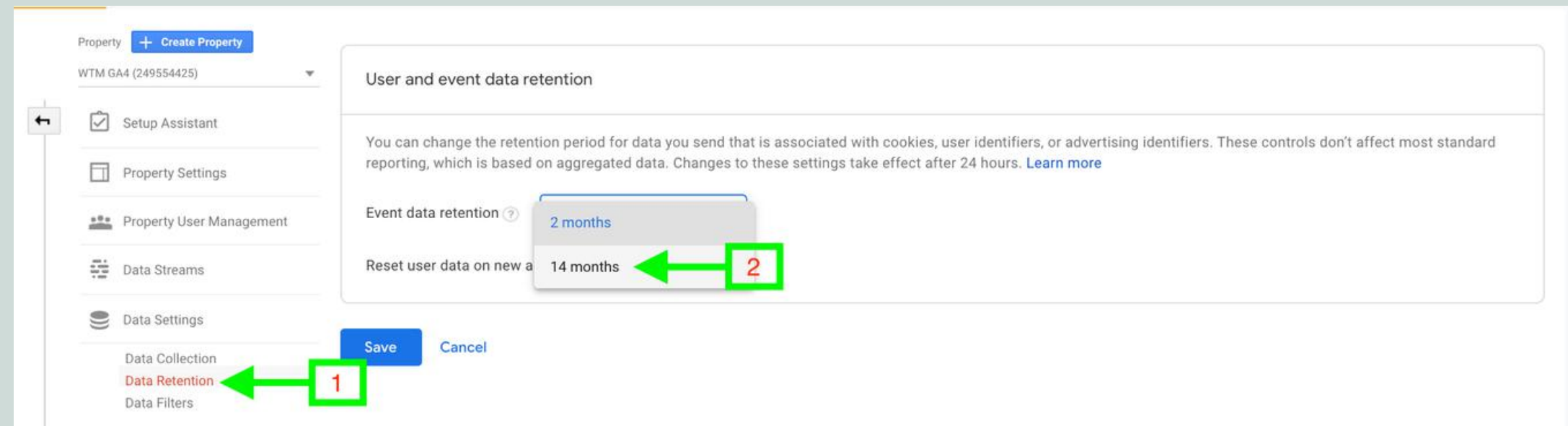
**10** You can test your GA4 Tag with Tag Manager's Preview Mode or you can publish your container to push the new Tag live. Remember to publish your container after testing or your GA4

Property won't receive data. Once the tag is live, you can view live hits by visiting the GA4 Realtime report. You can also view the published Tag in Google Tag Assistant.

Now that you've set up GA4, you can start using it to track users and their actions more effectively.

# Data Retention

Like UA, there is a Data Retention setting within GA4 that lets you choose how long GA retains user and event data before automatically deleting it. I recommend bumping it up to 14 months, the maximum amount allowed. It can be found under Property < Data Settings < Data Retention.



# Define Internal Traffic

In Data Settings, you will see another setting that should be familiar called Data Filters. Similar to the View > Filters setting in UA, GA4 gives you the ability to filter event data in your property. Let's walk through excluding internal traffic by excluding our internal IP address.

By default, GA4 will automatically create a Data Filter to exclude internal traffic. However, it is up to us to configure the internal traffic to be excluded. Before we dive into the settings within the Data filter, let's define the internal traffic.

1. Navigate to Data Streams, select your stream and click 'Tagging Settings'
2. Select 'Define internal traffic' and click 'Create.'
3. In 'Configuration,' enter a descriptive Rule name and enter the IP address to be excluded.
4. Hit Save.

## Configuration

Rule name [?](#)

WT Office



traffic\_type value [?](#)

internal

IP addresses [?](#)

[What's my IP address?](#)

Match type

IP address equals



IP address

Example: 192.168.1.20 or 192.0.2.0/24



[Add condition](#)

Navigate to Data Settings > Data Filters and select the 'Internal Traffic' filter that GA4 created.

Property [+ Create Property](#)

NationalNotary.org GA4 (249636172) ▼

Setup Assistant

Property Settings

Property User Management

Data Streams

Data Settings

- Data Collection
- Data Retention
- Data Filters**

### Data filters

Filter event data in this property. [Learn More](#)

[Create Filter](#)

Name	Filter type	Operation	Current state	
Internal Traffic	Internal Traffic	Exclude	Testing	> ⋮



The Filter details don't require changes with a standard IP exclusion. However, we have 3 options in 'Filter state' that are new with GA4:

- Testing: The filter doesn't permanently change the data but can be identified with the dimension name 'test data filter.'
- Active: The filter permanently changes the data.
- Inactive: The filter is not considered for processing the data.

Choose filter type

**Internal Traffic**  
Filter event data that you have identified as internal traffic

---

Filter details

Data Filter Name  
Internal Traffic

Filter operation ⓘ  
Exclude

---

Filter events with the following parameter value  
[How do I append this parameter to my events?](#)

Parameter name	Parameter value
traffic_type	internal

---

**Summary**  
Exclude events where the value of parameter *traffic\_type* exactly matches *internal*.

---

Filter state

**Testing**  
This filter will be evaluated and matching data will be identified with the dimension "Test data filter name", which is available in reporting.

**Active**  
This filter will be evaluated and applied to incoming data. Matching data will be excluded from processing.

**Inactive**  
This filter will not be evaluated.

### Choose filter type

#### Internal Traffic

Filter event data that you have identified as internal traffic

### Filter details

#### Data Filter Name

#### Filter operation [?](#)

#### Filter events with the following parameter value

[How do I append this parameter to my events?](#)

Parameter name    Parameter value

traffic\_type

#### Summary

Exclude events where the value of parameter *traffic\_type* exactly matches *internal*.

### Filter state

- Testing**  
This filter will be evaluated and matching data will be identified with the dimension "Test data filter name", which is available in reporting.
- Active**  
This filter will be evaluated and applied to incoming data. Matching data will be excluded from processing.
- Inactive**  
This filter will not be evaluated.

Testing can be selected if you want GA4 to consider the data but not to permanently change it. When Testing is selected, the data from the filter can be viewed in reports by using the 'test data filter' dimension. This can be temporary to test your filter before making it Active. If you are certain that the IP Filter should permanently be excluded from the data, select 'Active' as your Filter state.

With data collection enabled and house cleaning items complete, now you can start exploring GA4. The dashboard and reports are completely different than UA and it will take some time to get used to. Explore the different reports as this will become the new long term standard for Analytics.

GA4 will look a little light at first, but there are many enhancements available that offer more robust reporting and analysis. The GA360 'Analysis Hub' enhancement is available for free within GA4. The 'Analysis Hub' report takes a deep dive into user behavior, funnels, and pathing. It will be important to remember that GA4 uses Event based modeling and User scoped dimensions.

# Mimic the Landing Page Report from UA

1. Navigate to Life Cycle > Engagement > Pages and screen
2. Select 'Page path and screen class'
3. Expand the 'Event count' dropdown and select 'session\_start'

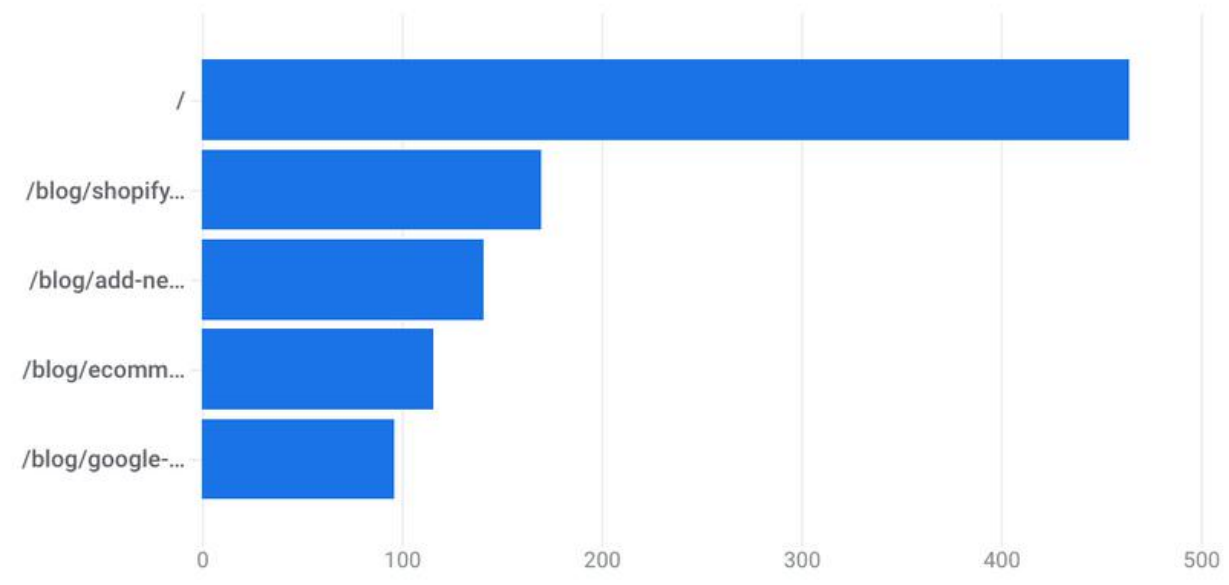
\*Note – Sessions will differ when comparing GA4 to UA. Since GA4 processes data differently with Event based modeling, Sessions may appear lower when compared to UA.

- Home
- Realtime
- LIFE CYCLE
  - Acquisition
  - Engagement
    - Overview
    - Events
    - Pages and screens**
  - Monetization
  - Retention
- USER
  - Demographics
  - Tech
- EVENTS
  - Conversions
  - All events
- EXPLORE
  - Analysis
- CONFIGURE
  - Audiences
  - User properties
  - Admin

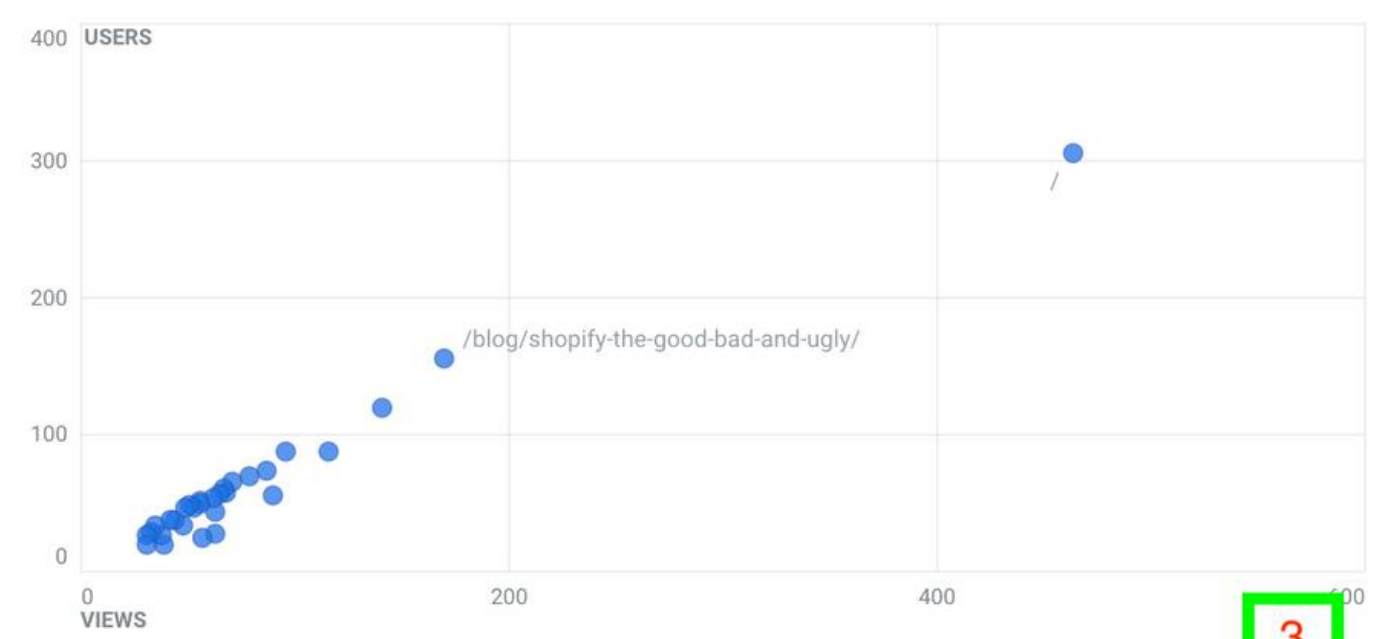
Pages and screens: Page path and screen class

Last 28 days Oct 13 - Nov 9, 2020

Views by Page path and screen class



Views and Users by Page path and screen class



Search...

Rows per page: 10 Go to: 1 < 1-10 of 66 >

Page path and screen class	Views	Users	New users	Views per user	Average engagement time	Unique user scrolls	Event count
<b>Totals</b>	<b>4,796</b> 100% of total	<b>2,567</b> 100% of total	<b>2,562</b> 100% of total	<b>1.868</b> Avg 0%	<b>0m 48s</b> Avg 0%	<b>761</b> 100% of total	<b>3,357</b> 100% of total
1 /	464	305	280	1.521	0m 18s	115	395
2 /blog/shopify-the-good-bad-and-ugly/	170	155	153	1.097	1m 08s	21	166
3 /blog/add-new-facebook-account-business-manager-account/	141	119	118	1.185	0m 37s	17	163
4 /blog/ecommerce-upselling-and-cross-selling/	116	87	85	1.333	1m 02s	15	124
5 /blog/google-display-banner-ad-templates-2016-adobe-files/	96	87	85	1.103	0m 14s	13	112
6 /blog/how-to-optimize-amazon-ppc-campaigns-in-2020-part-2/	90	55	51	1.636	0m 51s	9	93

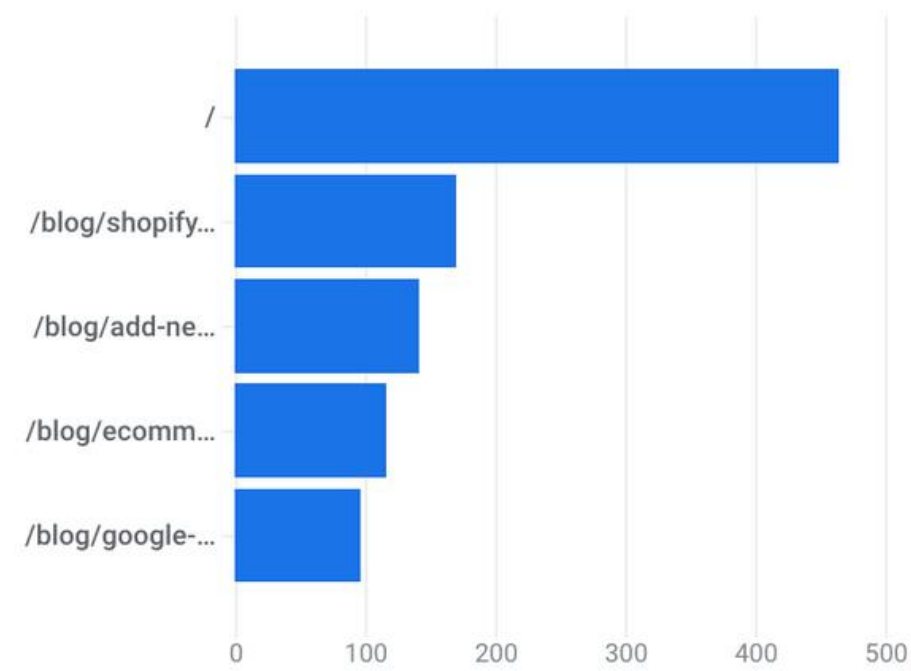
# View Reports by Medium (Comparable to Segments and Acquisition Report)

1. Click the 'All Users' icon at the top of the page to edit the Build comparison
2. Type 'User medium' into the Audience Name dimension field
3. Select 'organic' from the dimension value dropdown and hit Apply

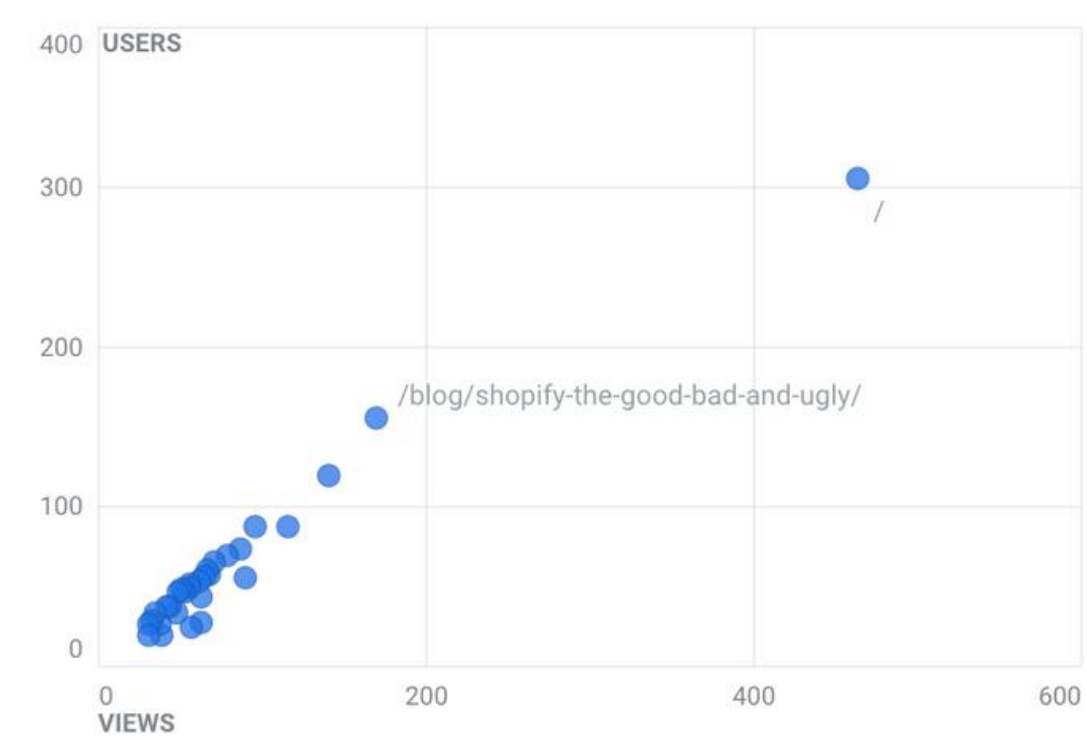
Other Mediums such as 'cpc' or 'social' can also be applied to reports. 'User source/medium,' 'User source,' and 'User campaign' are other available dimensions. Session dimensions are available in GA4 but are less important than UA. Start using User scoped dimensions as GA4 is more focused on user interactions than session based interactions

1

Views by Page path and screen class



Views and Users by Page path and screen class



2

3

CONDITIONS (BUILD UP TO 5)

Include Dimension

User medium

Dimension values

organic

+ Add new condition

SUMMARY

Include User medium = organic

# GET IN TOUCH

300 – 853 Richards Street  
Vancouver, BC  
V6B 3B4

Phone: 778.751.7909

Email: [info@methodandmetric.com](mailto:info@methodandmetric.com)

