Understand & set up GA4

Main features and bug check
Getting started
Hi 👋 we are Isaline and Irina

You can call us I+I.

We’re here to teach you how to love GA4! We met via the Women in Tech SEO community.

This is #1 webinar to understand and set up properly GA4.

Relax, you will get the slides, the recording of the webinar, short tutorial videos and time to ask your questions.
Isaline Muelhauser is an SEO Consultant based in Lausanne, running her company since 2019. She co-founded and hosts SEOnerdSwitzerland meetups and is the podcast host of the WTSPodcast.

You can talk to her in FR, EN & DE (hochdeutsch).

Isaline manages the project, the relation with Mediacom and laypeople and quality checks everything.
Irina Serdyukovskaya is an SEO & Analytical Consultant based in Bergamo, working as an independent consultant since 2018.

You can talk to her in EN, IT & RU.

Irina guarantees the technical implementation and manages the relation with the tech team.
Why do SEO Consultants teach you about GA4?

Because we love clean relevant data 😍

by Pilea.ch & IrinaKudres.com
During this webinar you will learn:

- GA4 features & key differences UA vs GA4
- Actions required to create your GA4 account, track data and set it up properly
- The most common bugs and how to fix them
- How to start playing with events
Your GA4 checklist

☐ Create your GA4 account
☐ Add the measurement ID in your WP
☐ Set up the parameters:
  a) Data streams
  b) Data retention
  c) Developer Filter
  d) Switch on built in events
  e) Internal Traffic Settings
☐ Check that data is running correctly
☐ Set up your custom events

by Pilea.ch & IrinaKudres.com
Which brings us to our first lesson:
you need to start the [uncomfortable] learning curve. GA4 requires us to take a different approach to data and intentionally chose our tracking.
Duration & Limitation

50 minutes of presentation + 20-30 minutes of Q&A

This is a webinar≠workshop:

- we do our best to provide learning material and tutorial videos that you can use in your own time.

We don’t have time to do some debugging on individual GA4 (sorry) but we will touch upon the main bugs and how to fix them.
Chapter 1
Approaching GA4 for the first time
Content

- GA4 features & key differences UA (GA3) vs GA4
- Navigating GA4
GA4 features
& key differences UA vs GA4
GA4 Key Features — Different Data Model

- GA4 is based on different data model: we cannot compare exactly UA data with GA4 data.
- We have similar metrics but the calculation is a bit different.
- When we add GA4, it is okay to have data difference. *It is not a mistake of the implementation.*
GA4 Key Features — New User Acquisition Report

With GA4, we see from which channel the session is, and also from which channel the user first came to your website.
GA4 Key Features — New Metrics & Data

- Engagement Rate
- Average Engagement Time
- Bounce rate (but not like in UA), it is a reverse Engagement Rate

For details visit on Google Help Page
GA4 Key Features — Two Types of Reports

- Standard reports
- Explore section
GA4 Key Features — Highly Customisable

- We can create reports from scratch in the Explore section.
- We can customise Standard reports and the menu of the reports.
GA4 Key Features — Event & conversion structure

<table>
<thead>
<tr>
<th>UA</th>
<th>GA4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Category</td>
<td>form_submit</td>
</tr>
<tr>
<td>Event Action</td>
<td>EVENT NAME</td>
</tr>
<tr>
<td>Event Label</td>
<td>Event Parameter</td>
</tr>
<tr>
<td>Form ID</td>
<td>Event Parameter</td>
</tr>
<tr>
<td>Form Submit</td>
<td>Event Parameter</td>
</tr>
</tbody>
</table>

by Pilea.ch & IrinaKudres.com
## GA4 Key Features — Goals Vs Conversions

<table>
<thead>
<tr>
<th>UA</th>
<th>GA4</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Goals can be based on events or can be based on other settings</td>
<td>● Conversions are based on events</td>
</tr>
<tr>
<td>● You need quite complex additional setting to add goals</td>
<td>● You can easily ‘mark’ events to become conversions</td>
</tr>
<tr>
<td>● Limit of 20 Goals per view</td>
<td>● 30 conversions</td>
</tr>
</tbody>
</table>

by Pilea.ch & IrinaKudres.com
💡 Here is what you need to remember

GA4 is based on different data model
GA4 offers new metrics & data (esp. about user’s engagement)
2 types of reports (highly customisable)
With GA4 we talk about **users** and **events**
Navigating GA4
Your links to your tutorial videos

Watch the video: Navigating Through GA4

Regarder la vidéo: Navigating Through GA4 FR
First steps in GA4 - In a nutshell

- Give yourself time to get used to GA4 interface
- Most of the reports you used in UA are available in GA4 under reports
- Everything is an event including ‘Page view’
- Data is available in 24 hours after collection

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Chapter 2
How to properly set GA4 up
Content

- How to create your GA4 account
- How to set GA4 up on your WP website
- GA4 Settings
- How to guarantee that GA4 is running correctly
- The most common bugs with data streams and how to fix them
How to create a GA4 account
The very first step to your GA4 set up
Your links to your tutorial videos

Watch the video: [How to Create Your Google Analytics Account](#)

Regarder la vidéo: [How to Create Your Google Analytics Account FR](#)
Create GA4 Account - Open Your UA Admin Panels

Open UA admin panel or create your account from scratch if you have not used Google Analytics.

Click GA4 Setup Assistant.
Create GA4 Account - Follow the steps

Choose ‘I want to create a new Google Analytics 4 property

Click ‘Get Started’
Create GA4 Account - Follow the steps

Click ‘Create and Continue’ and on the next window click ‘Go to your GA4 property.’
Create GA4 Account

Click on ‘Data Collection’ and choose ‘Manage data streams’
Create GA4 Account - Add Data Stream

Click ‘Add stream’ and choose ‘Web’.
GA4 Settings — Data Streams

A flow of data from your website or app to Analytics. There are 3 types of data stream:

- Web (for websites),
- iOS (for iOS apps),
- Android (for Android apps).

You need one data stream for the website.
Create GA4 Account - Name and Create

On the next step add **Website URL** and **Stream Name** and click ‘Create stream’
And here is your measurement ID

This is your Measurement ID which you will need to add to the website code on the next steps to activate data collection.

![Measurement ID](image)
What if you already have a GA4 account?

Creating a GA4 account is the first step to setting up GA4.

If you already have a GA4 account with data stream and measurement ID, go to the next step, add the ID to your wp.
How to set GA4 up on your WP website

To start the data stream
How to set GA4 up on your WP website

- Go to WP Admin
- Click Settings
- Click EPFL Settings
- Replace Google Analytics with GA4 Measurement ID
- Click Save Changes

Watch the video: Adding GA4 ID to the WP
Regarder la vidéo: Ajouter Measurement ID
Your links to your tutorial videos

Watch the video: Adding GA4 ID to the WP

This one exist only in English - it’s easy enough. Remember that if you are already using UA, adding your GA4 Measurement ID means replacing your UA ID.
GA4 Settings
Actions required
Your GA4 settings checklist

☐ Set up the parameters:
  a) Data streams
  b) Data retention
  c) Developer Filter
  d) Switch on built in events
  e) Internal Traffic Settings

☐ Check that data is running correctly
☐ Set up your custom events
GA4 Settings — Data Retention

For Google Analytics 4 properties, you can choose the length of data retention:

- 2 months
- 14 months

This applies to the raw data available in the Explore section only. Aggregated data in standard reports will be accessible from data you set the account.

User and event data retention

You can change the retention period for data that 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 retention 14 months

Reset user data on new activity
GA4 Settings — Data Retention

- Go to Admin and choose Data settings
- Click on Data Retention
- Change from 2 months to 14 months
🔗 Your links to your tutorial videos

Watch the video:  [Data Retention GA4](#)

Regarder la vidéo:  [Data Retention GA4 FR](#)
GA4 Settings — Add Debugging Traffic Filter

- Go to Admin and choose Data Settings
- Click on Data Filters
- Click on Developer Traffic
- Set up the filter to active
Your links to your tutorial videos

Watch the video: Adding Data Filters (Dev Traffic)

Regarder la vidéo: Adding Data Filters (Dev Traffic)FR
GA4 Settings — Add Internal IDs

- Go to Admin and choose Data Stream
- Click on your Data Stream
- Click on Configure tag settings
- Click show all
- Click Define internal traffic
- Click ‘Create’
- Add Rule name ‘Internal Traffic’
- Add IPs from the list
- Click Create
Your links to your tutorial videos

Watch the video: [Filtering Internal Traffic](#)

Regarder la vidéo: [Filtering Internal Traffic FR](#)
Keep Google Signals Off — No action required!

Under **Data Collection** it is possible to switch on Google Signals. **Keep them off** to be compliant with EPFL privacy policy and to avoid threshold of the data.
GA4 Settings — Enhancement Measurement

These are events which are created by GA4 and it is possible to switch this on or off depending on what events you would like to use.

We recommend switching Form Tracking off.

Keep other events on to have data about file downloads, scrolling behaviour, and clicks on outbound links.
Your links to your tutorial videos

Watch the video: [How to check or activate build-in events](#)

Regarder la vidéo: [How to check or activate build-in events FR](#)
How to guarantee that GA4 is running correctly
How to guarantee that GA4 is running correctly — Data Stream

Data is available in GA4 property and you can see that your data stream is receiving traffic.

Keep in mind that you need 24 hours to see the data.

To check this go to Admin —> Property Settings —> Data Streams
How to guarantee that GA4 is running correctly — Real-Time

You can see yourself on the Real-time report.

To check this go to Reports —> Real-time and open your website in the separate Chrome/Safari Tab.
How to guarantee that GA4 is running correctly — Debug View

You can use build-in debug view.

- To check this go to Admin —> Debug View.
- Open your website in the separate Chrome Tab
- Activate [Google Debugging Extension](https://chrome.google.com/webstore/detail/google-debugging-extension) (it should be ON)
- Wait to see events coming (sometimes you need to update the page a few times)
💡 Here is what you need to remember

- The start of data collection is only after you add GA4 code to the source code of the website
- We need up to 24 hours to see the data in GA4 property
- You can check data collection using Real time report or debug view
The most common bugs with data streams and how to fix them
The most common bugs with data streams and how to fix them

- No data in GA4 after 24 hours of setup
No data after 24 hours of the set up

- Check if you actually added the tracking code and published the changes in BE
- Check if you added the correct Measurement ID
- Check if you can find the tracking in the source code
- Check if you can see yourself in Real-time mode
- Check if you can see yourself in debugging mode
No data after 24 hours of the set up — Debugging

Check if you actually added the tracking code and published the changes in BE: open the website, right mouse click and choose ‘View Page Source’.
No data after 24 hours of the set up — Debugging

Search for your measurement ID in the code. This way you can understand whether the tracking is implemented or not.
No data after 24 hours of the set up — Debugging

Check if you can see yourself in Real-time mode or in debugging mode. Do not forget to activate the [Chrome extension](https://chrome.com) for debugging.
💡 Here is what you need to remember

- Use Real-time mode and debugging mode to test implementation
- Wait 24 hours to see the data
- Change data retention from 2 to 14 months
- One data stream for one website
- One tracking code for one website
- Keep Google Signals off
- Add internal and dev filters
How to navigate the events in GA4
Content: How to navigate the events in GA4

- 3 Types of events
- How to switch on built-in events
- How to create event based on other event
- Where to find event data

by Pilea.ch & IrinaKudres.com
3 Types of events

1. **Default events** (page_view, session_starts) — not possible to switch on or off, they are available by default for all properties

2. **Enhancement Measurement/Build-in Events** (click, video_start, scroll) — we can switch them on or off based on the data we would like to collect

3. **New/custom** events based on default / Enhancement Measurement events (example: page_view of the specific page)
How to create event based on other event

- Naming format: new_event (everything lowercase without spaces)
- Available in 24 hours after event happened on the website
- Can be tested with debugview or in real time
Remember to check the built in events first

Check that you have built-in events in Enhancement Measurement *on except of Form submission* (which does not work correctly in 80% cases).

Here is the detailed documentation about events. You need to look only to the ‘web’ related events.
How to create event based on other event

- Click ‘Create event’ in the ‘Event’ Admin section
- Under configuration add event name
- Under Matching conditions:
  - value of the event you would like to use
  - value of the parameter you plan to use

In our example we use default event page_view and create new event based on this specifying the concrete page we would like to track.

The event we have created means that we track page_view of the ‘Thank you’ page.
Your links to your tutorial videos

Watch the video: How to create event based on other events

Regarder la vidéo: How to create event based on other events FR
Where to find event data

Click ‘Admin’ —> Click ‘Events’
Mark Event As A Conversion

Click Admin —> Click ‘Events’. Click ‘Mark as conversion’ the chosen event. The data will be updated in 24 hours.
Where to find event data

Check that you have data about these events in Reports. Go to ‘Reports’ —> Engagement —> Events
Where to find event data

Check that you have data about these events in Reports. Go to ‘Reports’ —> Engagement —> Page and screens

<table>
<thead>
<tr>
<th>Page path and screen class</th>
<th>Views</th>
<th>Users</th>
<th>Views per user</th>
<th>Average engagement time</th>
<th>Event count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>↓</td>
<td>↓</td>
<td></td>
<td>↓</td>
<td>↓</td>
</tr>
<tr>
<td>1 /</td>
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<td>51</td>
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<tr>
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<td>32</td>
</tr>
<tr>
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<td>7</td>
<td>2.00</td>
<td>0m 07s</td>
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<td>5</td>
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<td>0m 00s</td>
<td>20</td>
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<tr>
<td>8 /seo-services/</td>
<td>10</td>
<td>2</td>
<td>5.00</td>
<td>0m 06s</td>
<td>17</td>
</tr>
</tbody>
</table>
Your links to your tutorial videos

Watch the video:  How to find event data in GA4

Regarder la vidéo: How to find event data in GA4 FR
Custom dimensions of the events

For build-in event we have custom dimensions (=additional information) about event. 

For example: for file_download from Enhancement Measurement we can check data about file_extension (pdf); file_name (New report 2023) or link_domain (www.reports23.com/name-of-the-file.pdf).
Here is what you need to remember

- We have data by default about (default) events
- We can switch ‘on’ or ‘off’ events from Enhancement Measurement
- We need 24 hours after the event happened to see the data in GA4
- We can use build-in/default events to create new events based on them
- There are custom dimensions available for build-in events which we can use in the reports
Thank you

See you on **June 27 for webinar 2** about custom reports in GA4.

In the coming days we will send you a **short questionnaire** to finalise webinar 2.

**Irina & Isaline**

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by Pilea.ch & IrinaKudres.com