Google Analytics 4

Get your charity GA4 ready

June 2022

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We are
Reason Digital

We're a social enterprise and 50+ strong team of digital innovators.

Since being founded in 2008 we've worked solely with organisations that deliver social impact -   including charities, housing associations, universities and healthcare institutions.

Our team are driven by our mission to use digital to solve the problems that actually matter.

We see digital as a force for social good and technology as a way to have the most scalable, positive impact on the world we live in.

SOLVING PROBLEMS THAT ACTUALLY MATTER

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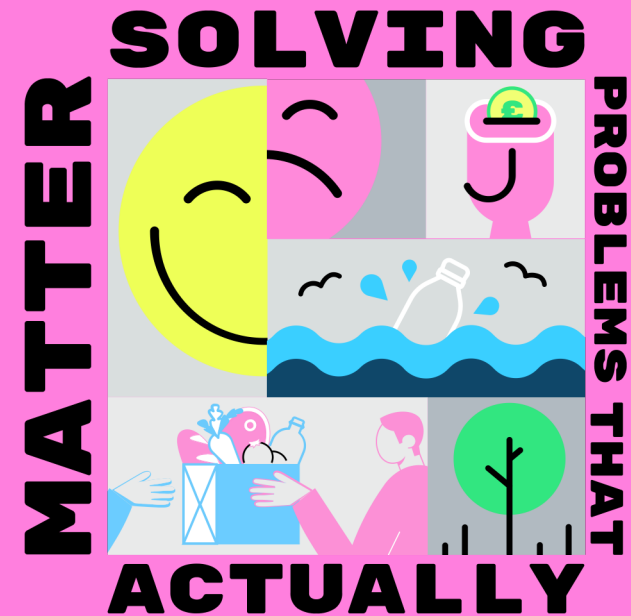
About GA4

It's time to get on board with GA4

Universal Analytics (UA) is being replaced by Google Analytics 4 (GA4). This change requires everyone who wishes to continue to access historical data and/or record new data to take action.

Why is this important?

By July 2023 UA will stop processing any new data. You'll be able to access data within UA for six months after this date, taking you up to January 2024. After this, data within UA will be removed. It's essential to address this change and start planning to ensure important data is not lost, and that we are are set up and ready to track, moving forward.

If no action is taken this year, your charity will not be able to view any of your current analytical data from January 2024. But don't worry, there are some steps we can put in place to ensure we're prepped and ready.

How will GA4 differ to UA?

GA4 is quite different to UA in terms of how it looks and works as the fundamental methods by which data is collected and processed will change.

We've listed a couple of examples of these differences below:

- Some metrics, like bounce rate, won't exist anymore. However, there will be 'Engagement rate'. This measures 'engaged sessions' which are the number of sessions that either last longer than 10 seconds, had a conversion event or had two or more page views.

- A key difference to be aware of is how tracking works in GA4. At present, UA tracks users based on sessions. A session is a group of interactions (viewing a page, filling in a form etc.) completed by a user within a given time period. Whereas GA4 measures based on events and parameters. This means that any interaction can be measured as an event, and within that you can set up your own parameters.

Now we know a little bit about GA4, let's make sure we're set up for it.

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Planning and implementing GA4

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Firstly, stepping back and setting up

Goals setting and initial set up

We'd kick off with a workshop to determine overall goals and how they relate to measurement, followed by initial set up and a review of current tracking.

- **Goals.** Before we even start to access Google Analytics (whatever version that may be), it is essential that we are understanding what we are trying to gain from tracking and measurement and how that relates to your charity's goals.

- **Set up.** We will implement GA4 to begin collecting data on your website via Google Tag Manager. We will add a GA4 configuration tag and a basic GA4 event tracking tag to GTM. We will also do the basic configuration of the GA4 property in line with your guidance on data retention settings and other organisational preferences.

- **Mapping current data.** We'll create a single point of truth for all current tracking.

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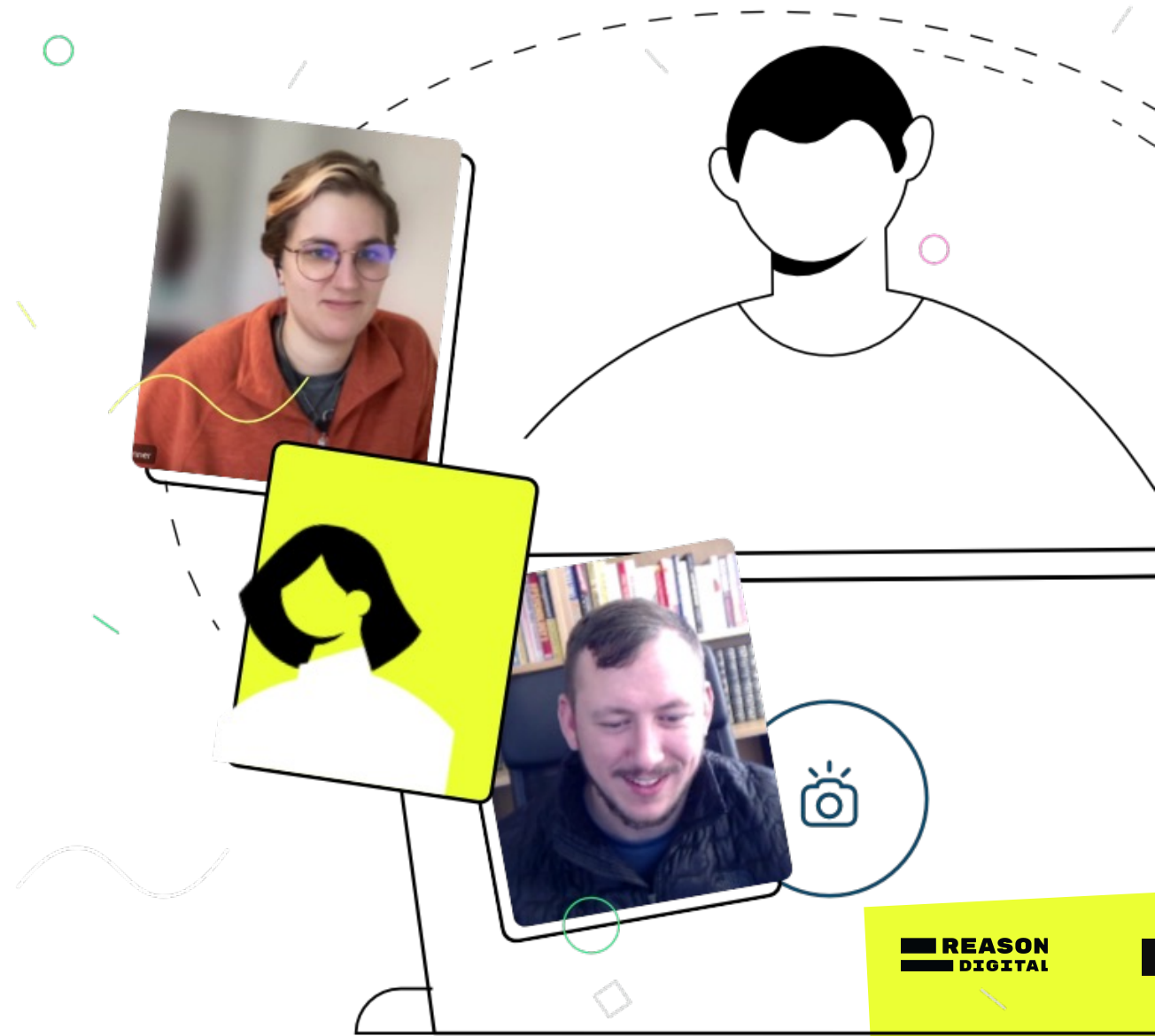
Secondly, let's determine events
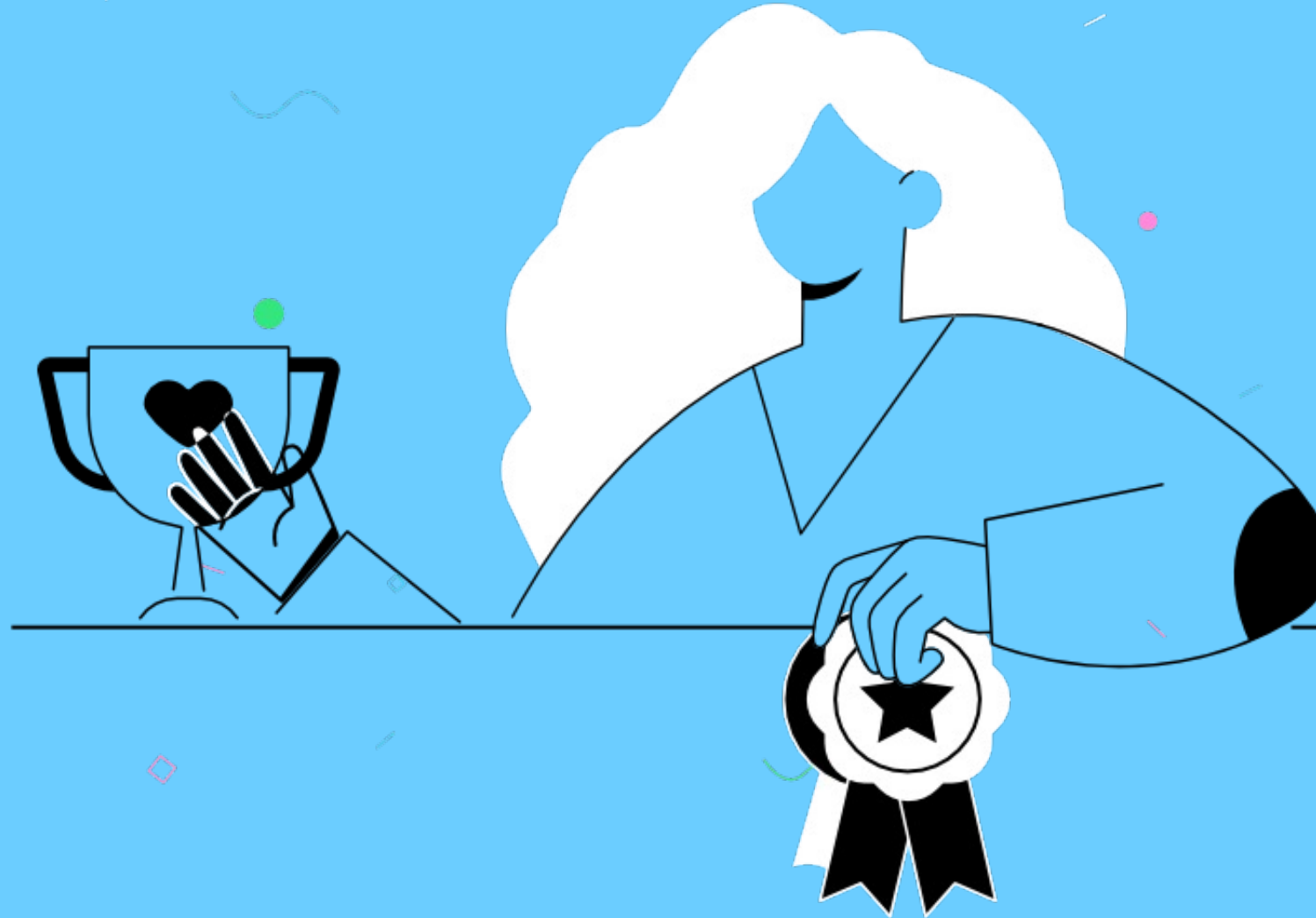
Let's determine events

Once we have a clear understanding of your organisational goals around measurement and the initial set up is complete, we can start to consider Events.

GA4's main means of measurement has changed since Universal Analytics. Rather than sessions, GA4 measures using Events and the parameters we set up within those Events.

We will work with you to:

- Determine automatically collected Events

- Determine enhanced measurement Events

- Determine recommended Events needed

- Determine custom Events needed

- Register Event parameters on custom dimensions in GA4

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# Finally, tracking setup and creating your reporting views

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Tracking set up and creating your reporting views

Our final tasks are to ensure tracking is properly set up and your reporting view is ready and raring to go.

- Set up site search tracking: this functionality helps you to quickly recognise what users are looking for on your site, and it shows the result provided for that search term.

- Set up cross domain tracking: This allows us to track multiple domains in one Google Analytics property.

- Create conversion events to capture the events that are most important to your organisation

- Create reporting view in GA4: GA4's reporting view is different to UA, which allows you to set up multiple views (one that excludes internal team's traffic, for example). GA4 has one single reporting view which is fed into by multiple data streams.

Looking for more support?

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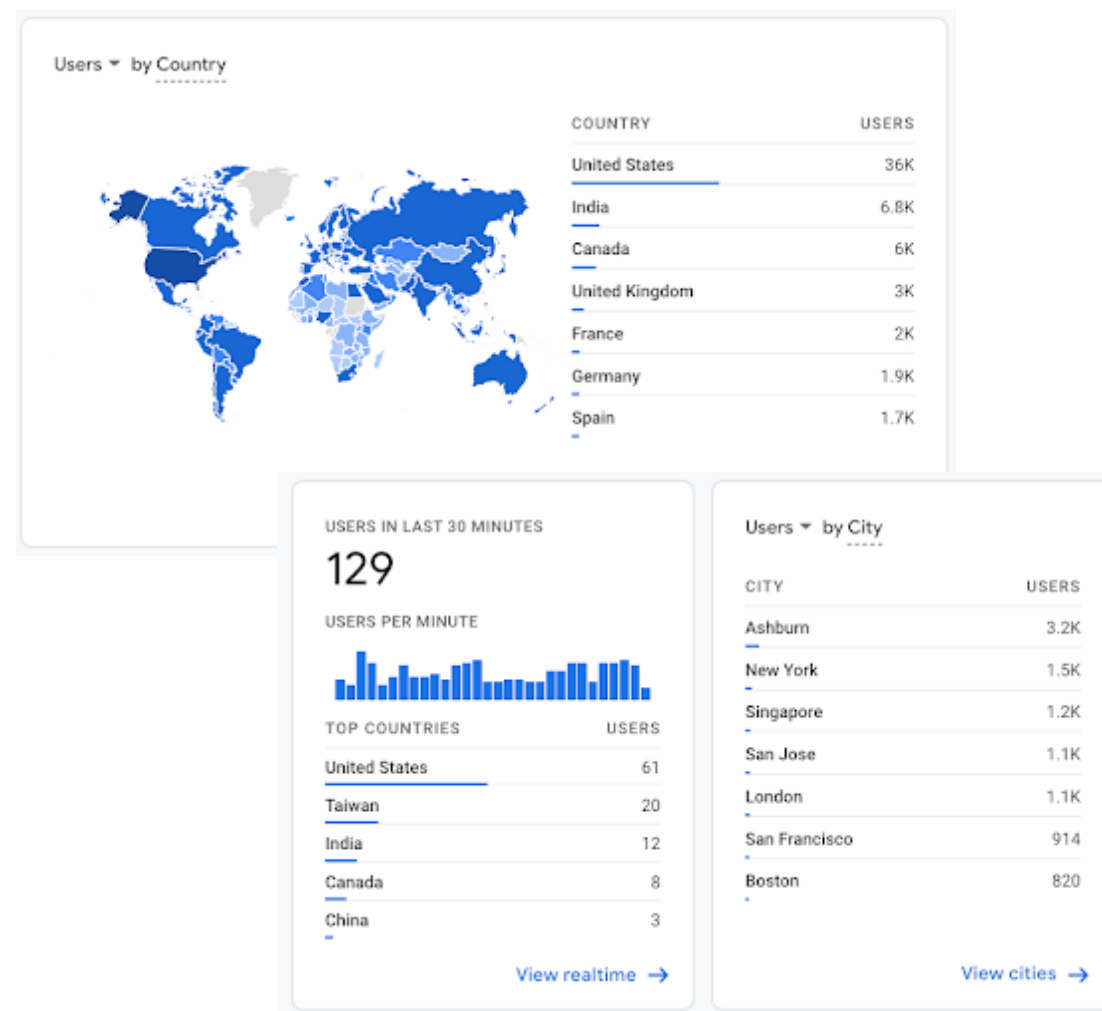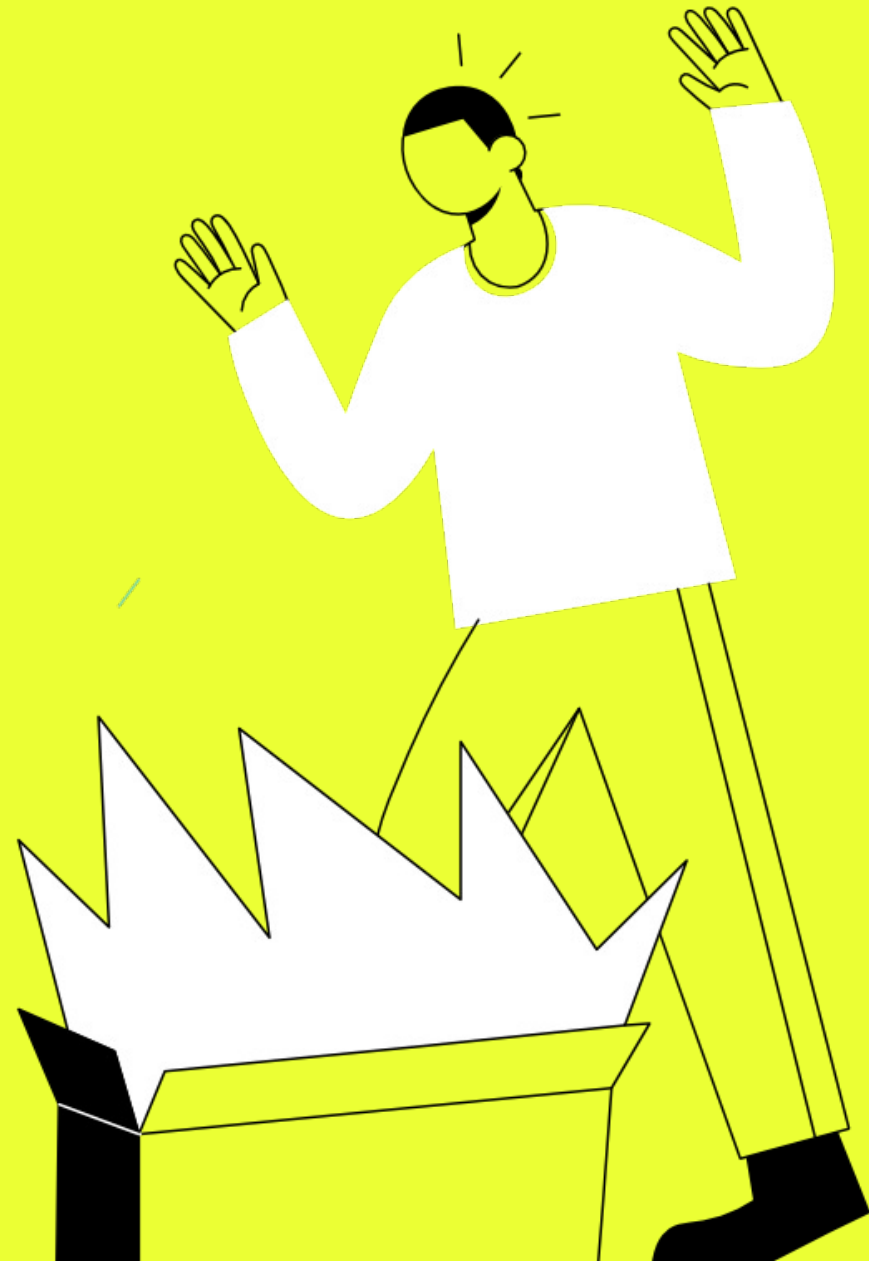
Looking for more support?

You got it. There are a couple of extras we can include if you feel you'd like further support with GA4.

- GA4 training on how the new analytics platform works, the key areas you should know about and some simple how-to's.

- Google Data Studio set up support. We can help you set up Data Studio reports which send automatically to you and your team every day, week or month. This is a simple and great way to keep visibility of what's going on with your website or app, so nothing important is missed!

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If you have any questions, please contact me on:

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