



The Direct Marketing Association
of Northern California

CERTIFICATION
WORKSHOP

Google Analytics 4.0 for Digital Marketing Masterclass Three Module Series

Module 1: Installation, Configuration, and Statistics

Presented by Andreas Ramos

- Author of 22+ Books on Digital Marketing
- Adjunct Professor at Omnes Education and CSTU
- Wednesday, October 11th, 2023 | 12:00 p.m. to 2:00 p.m. PDT



About Us

The Direct Marketing Association of Northern California (DMAnc) was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offering best-in-class live online courses and workshops worldwide and certification program, taught by world-renowned instructors. More than 2,500 professionals take advantage of over 100 workshops every year.

Workshops include:

- Digital Marketing + AI.
- SEO.
- Google Ads.
- Google Analytics 4.0.
- Looker Studio.
- Email Marketing.
- Social Media (Organic and Advertising).
- Podcasting and YouTube Marketing.
- Influencer Marketing.
- Content Marketing.
- Copywriting.
- Video Production for Social Media.
- Product Marketing and Account Based Marketing (ABM).
- Sustainable Marketing.



Become a Certified Sustainable Marketer (CSM)

- Earn a **Certified Sustainable Marketer (CSM)** certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- This Certificate also qualifies as 3 classes toward the Certified Digital Marketer (CDM) program.



Become a Certified Digital Marketer (CDM)

- Become a **Certified Digital Marketer (CDM)** by completing any eight courses within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.



About Andreas Ramos

- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- Adjunct professor in digital marketing
- CMO at Lingolet.com



CSTU



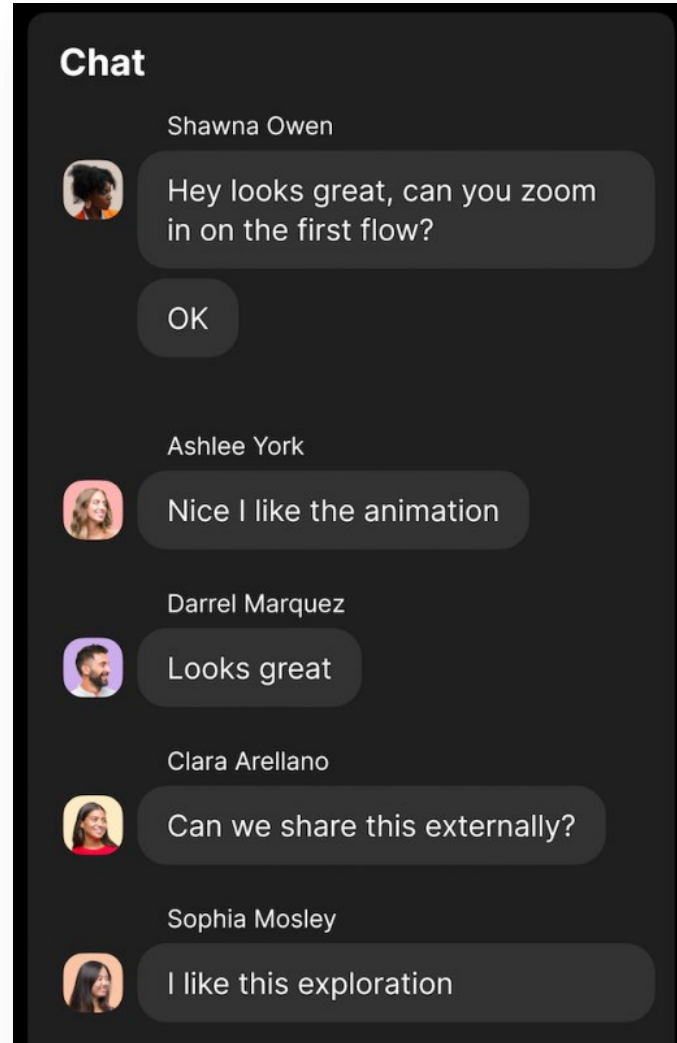
Stanford
University



amazon #1 Best Seller
andreas.com



- If I don't speak clearly or too fast... **let me know!** Send me a message via the **chat box** (highlighted in yellow).
- I don't pause for questions. Ask questions anytime.
- You can make your message private to me so nobody else sees your message.
- For those on recorded video, write down your questions **with the slide number** and send to me at andreas@andreas.com



Twelve Months...

- I update my slides for every class.
- Due to AI, I'm adding lots of updates. Many new methods and tips to use AI to get better results and speed up your work.
- In many cases, entire sections are new.
- You can get my latest video and slides within twelve months of your last class.

Go to DMAnc.org/Contact-Us/ form.

January							February							March							April						
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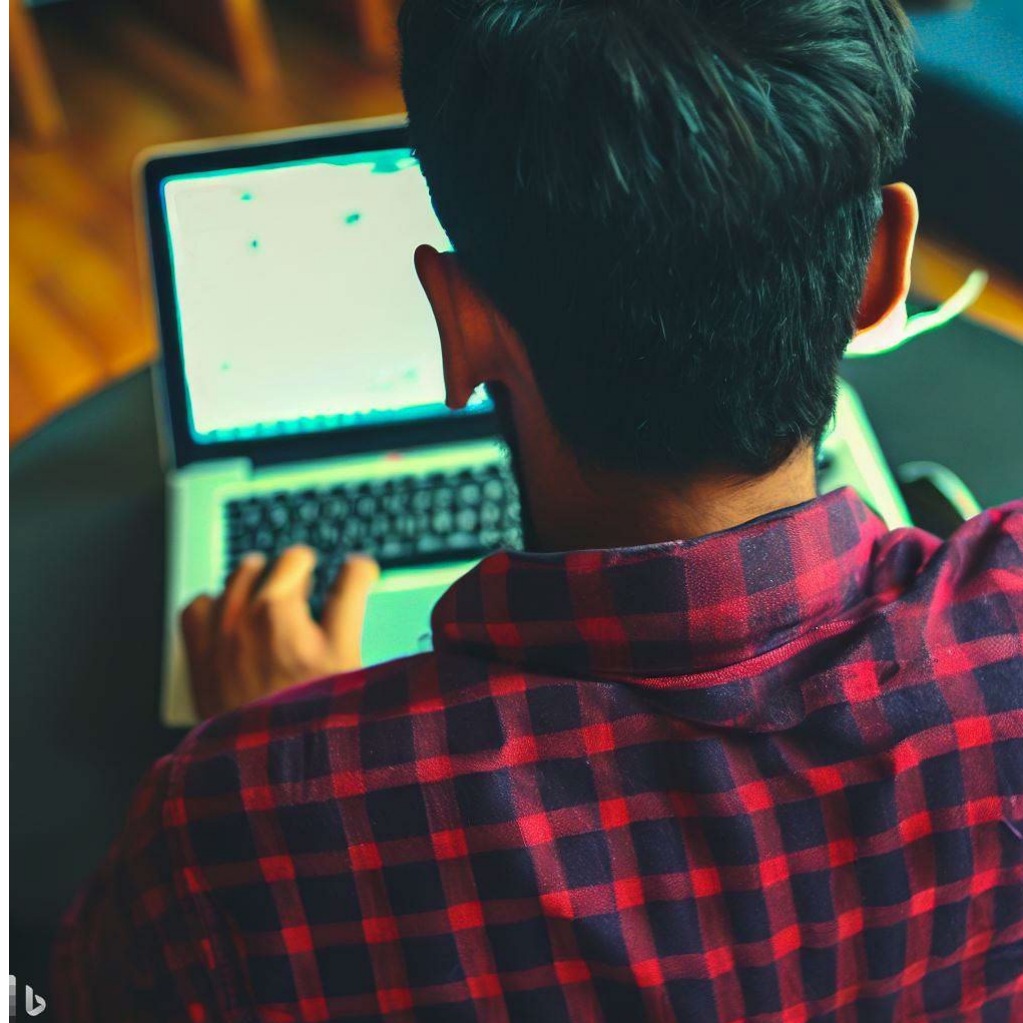
The Video, the PowerPoints, and More

- The video recording of this workshop will be sent the day following each module.
- It will be sent from the email no-reply@zoom.us.
- If you don't get it, check your email spam or junk folder.
- Whitelist our email address so it doesn't go to your spam or junk folder.
- If you still don't receive it, go to DMAnc.org/Contact-Us/. We'll be sure to get it to you some other way.



We Want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon gift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders or contact us using the **DMAnc.org** website and **Contact** form.



Agenda: What We'll Cover Today



Module 1

- Why analytics?
- What is Google Analytics 4.0 (GA4)?
- Difference between GA3 and GA4
- Install GA4
- The admin panel
- Statistics in Google

Module 2

- Notes on using GA4
- The 14 GA4 reports
- Additional notes on using GA4

Module 3

- Notes on using GA4
- Use the Explore tool to create reports

Why Analytics?

Web Analytics Answers Four Basic Questions

Section	Purpose
Lifecycle	Acquisition: How visitors came to you Engagement: By events, pages, screens Monetization: Numbers and revenue Retention: New vs. returning
User	Demographics and devices
Events	Events and Conversions
Explore	Make your own reports
Advertising	Your advertising data
Configuration	Configure events, conversions, audiences, and more



Why Use Google Analytics?

- Data-driven decision-making for digital marketing. Give co-workers useful data that they can apply to their work.
- Other analytics tools have different definitions of the data.
- Google Analytics offers a standard for your data that can be used by companies, clients, agencies, contractors, and so on.
- Social media analytics data is not reliable.



Note:

- ~33m sites have installed Google Analytics. Data at trends.builtwith.com/analytics/Google-Analytics
- ~9m sites have installed GA4.

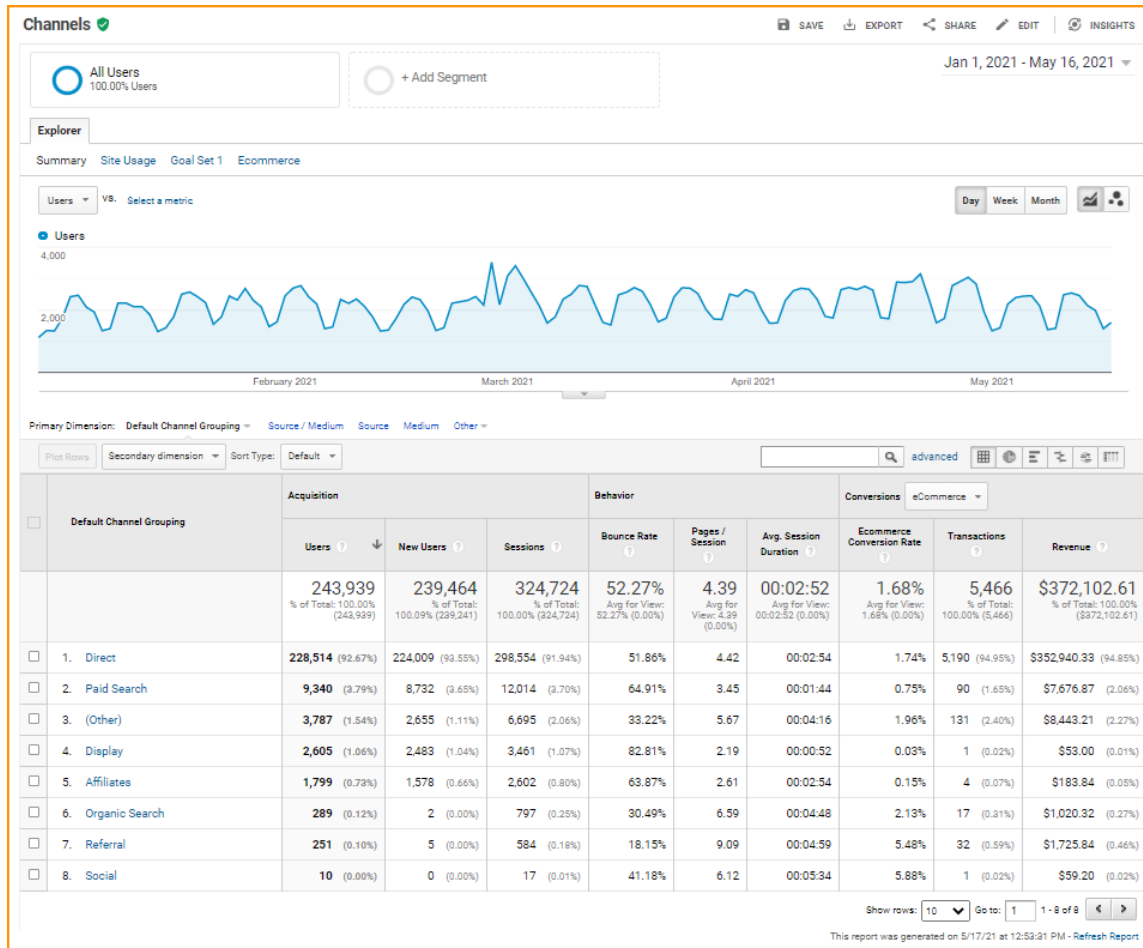
Google Analytics 3.0 versus 4.0

The Change from GA3 to GA4

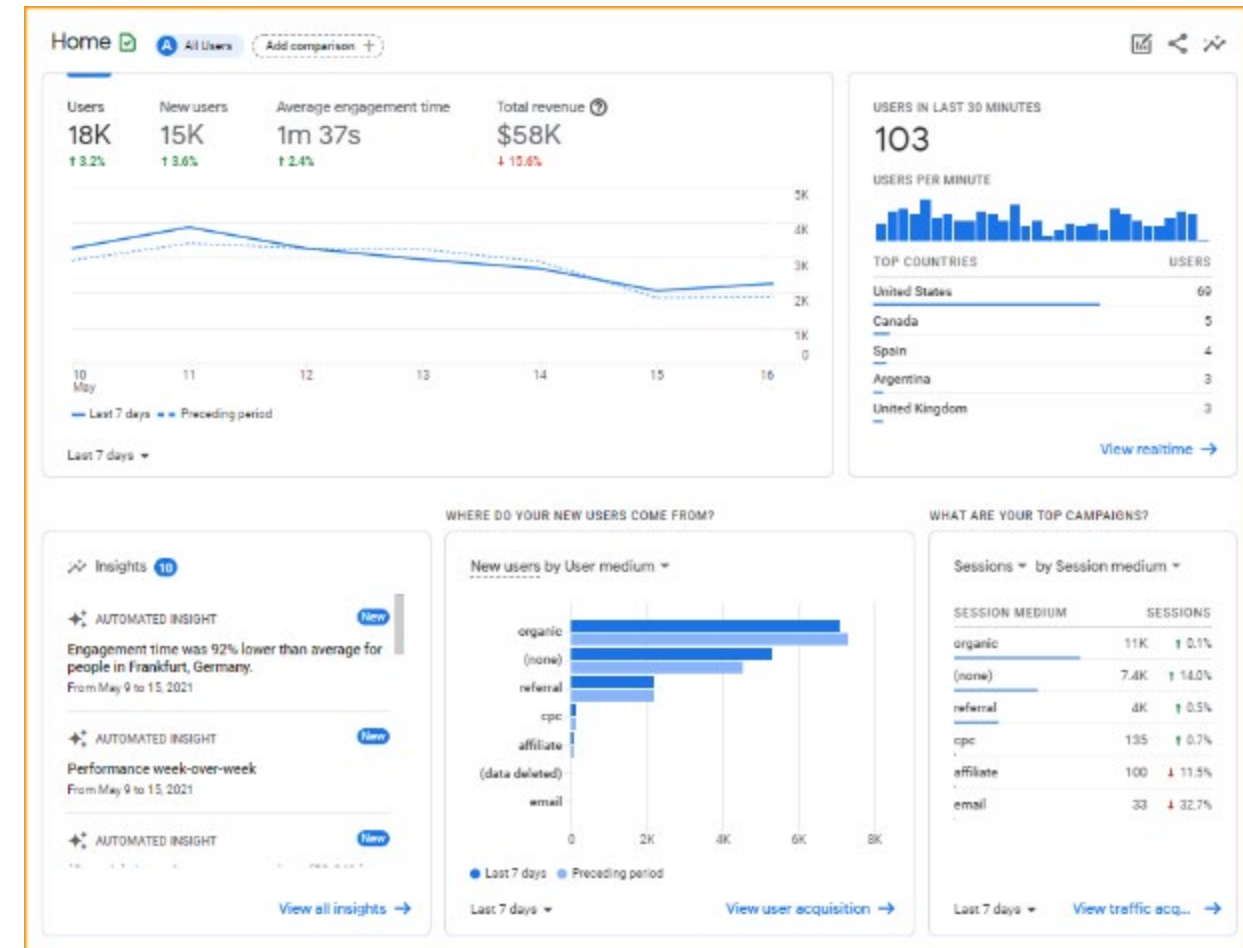
 Google Analytics 3.0  Google Analytics 4.0

Date	2005-2020	October 2020 ->
The web	The web of 2002 was only webpages.	The web is now websites, social media, video, devices (desktop, mobile, tablet), apps, Bluetooth tiles, and more...
What it can track	GA3 tracked pages as they opened.	GA4 tracks segments (people, groups, etc.)
The details of tracking	GA3 only showed that someone opened a page.	GA4 tracks events (clicks on links, downloads, views of videos, and so on).
Range of data	GA3 showed only past data.	GA4 uses AI, machine learning, and predictive modeling to show future data.
Insight	Web analytics of 2002 can't deal with social, video, audio, mobile...	GA4 can adapt to future ideas.

GA4's New Visual Interface: Graphs and Tables



GA3 showed lots of data



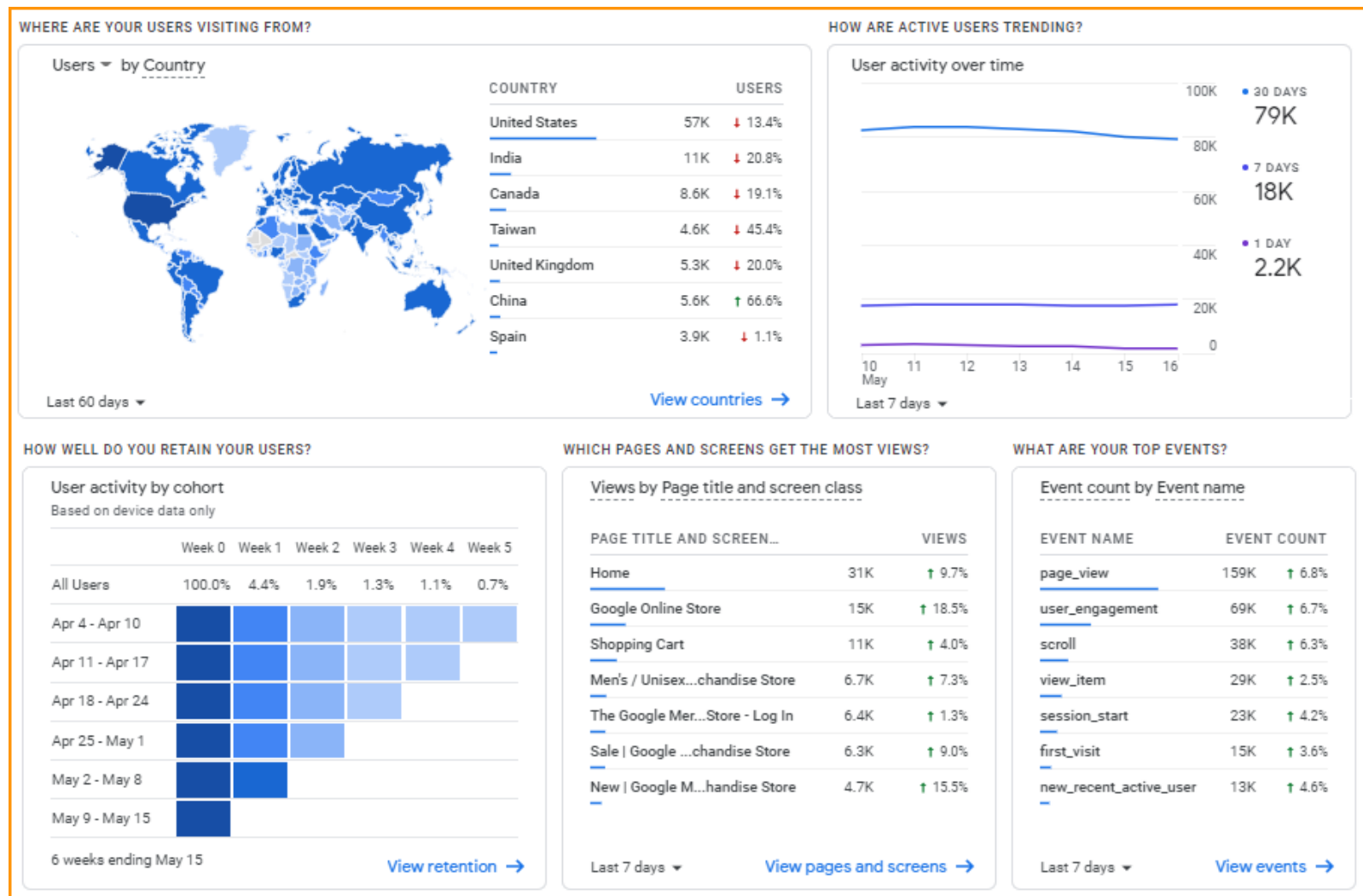
GA4: Simplicity. Visual. Information in groups.

GA4 Shows Your Answers in Cards

Each **card** has questions and answers:

- Where do your new users come from?
What are your top campaigns?
- Where are your visitors visiting from?
- How are active users trending?
- How well do you retain your users?
- Which pages get the most views?
- What are your top events?
- What are your top conversions?
- And more...

You can **click a card** to get more information.



Don't Look for GA3 in GA4. It's Not There.

GA3 was set up for you. GA3 had 104 reports, ready to use, plus...

- Views
- Dashboards
- Alerts
- Most of the Admin panel

Those 104 reports are not in GA4.

GA4 has only 17 reports. You use the Explore tool to create your own reports.

Note: GA4 isn't an update or upgrade of GA3. GA4 switched from web metrics to measuring audience and events.



GA4: Still Under Construction

- GA4 was released three years ago, October 14th, 2020.
- But GA4 continues to change.
- Items are added, changed, or removed.
- Google looks at user data and feedback.

Note: If you spot differences between my slides and your GA4, let me know so I can update.



Goodbye GA3

The End of GA3

- GA3 stopped collecting data in late July. No new data.
- GA3 will shut down in late 2023.



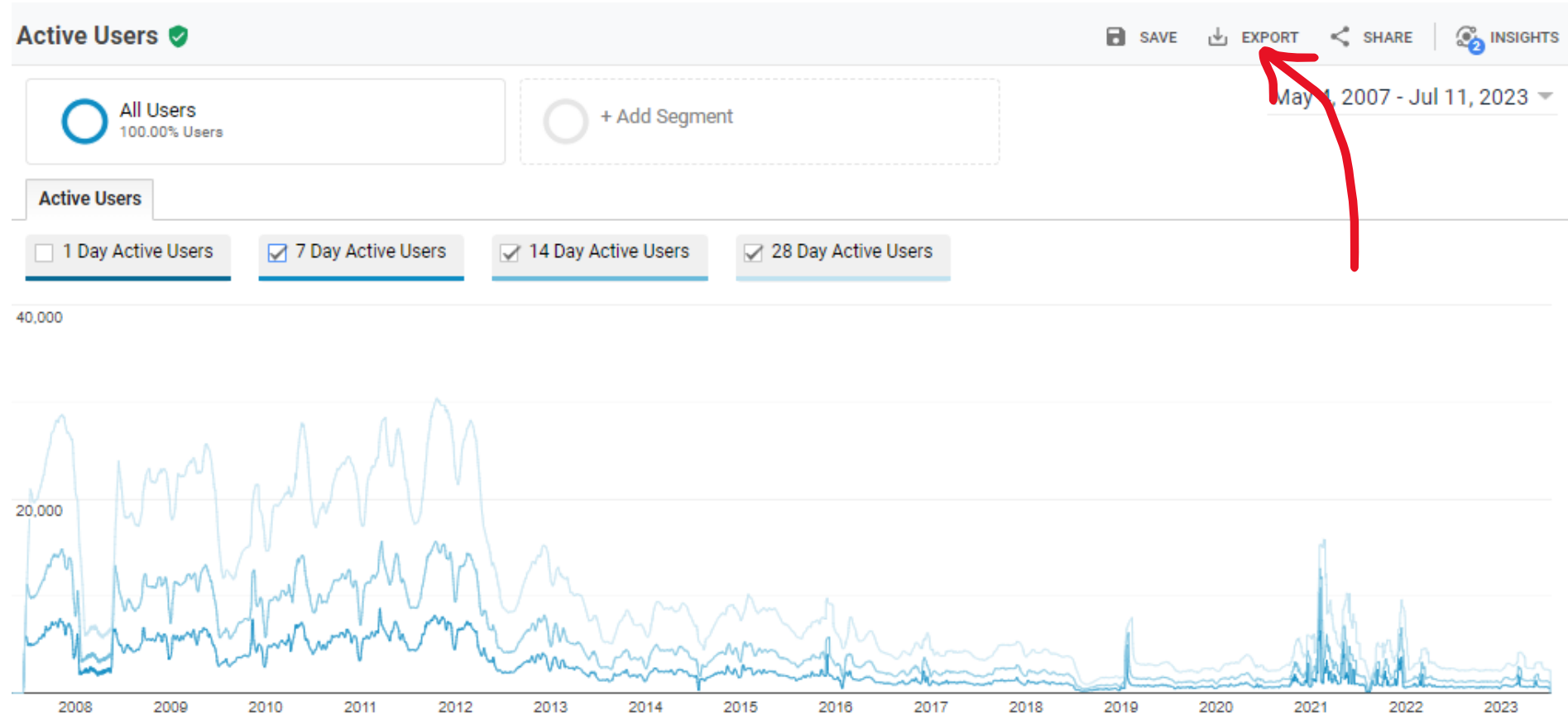
Make an Archive of Your GA3 Data

This GA3 account started 2007. It has 16 years of data (GA4 shows only 14 months).

Make screenshots and export data, such as:

- Traffic
- Demographics
- Interests
- Language
- Location
- Devices
- Channels
- Benchmarking reports (no benchmarking in GA4).

Make two sets of archives: All time and last twelve months.



Use the Google Analytics 4.0 Account for the Google Store

The Google Analytics 4.0 for Google's Online Store

I have screenshots for everything so you don't need to log in.

If you want, you can follow along in your own GA4 account, so log into your account.

Or you can follow along with Google's public-access GA4 account for their online store.



The GA4 Account for Google's Online Store

To get to GA4 at Google's online store:

1. Log into your Gmail account.
2. Search in Google for "google analytics demo account".
3. Or click this link
support.google.com/analytics/answer/6367342#access
4. Halfway down the Google page, click **Access Demo Account**.
5. To the right of the Google Analytics logo, click to get a list of accounts.
6. Select **GA4-Google Merchandise Store**.

Note: The old GA3 account has **UA-** in its ID number.

Note: There are no views for GA4 accounts.

Note: The item **GA4-Flood It!** is GA4 for the app.

Note: The Google Store GA4 account doesn't have some features and data. I will use another GA4 account for those.

The screenshot shows the Google Analytics interface. At the top, the 'Analytics' logo is on the left, and 'All accounts > UA - Google Merchandi...' is on the right. Below the logo, a dropdown menu shows '1 Master View' with a red underline and a red arrow pointing to it. The main content area is titled 'Audience Overview' with a green checkmark. Below this, there's a search bar and a table of accounts. The table has three columns: 'Analytics Accounts', 'Properties & Apps', and 'Views'. The 'Analytics Accounts' column lists 'Demo Account 54516992' and several blurred entries. The 'Properties & Apps' column lists 'GA4 - Flood-It! 153293282', 'GA4 - Google Merchandise Store 213025502' (with a red underline and a red arrow pointing to it), and 'UA - Google Merchandise Store UA-54516992-1'. The 'Views' column shows a star icon for the first two entries and a checkmark and star icon for the third entry.

Upgrade from GA3 to GA4

Upgrade from GA3 to GA4

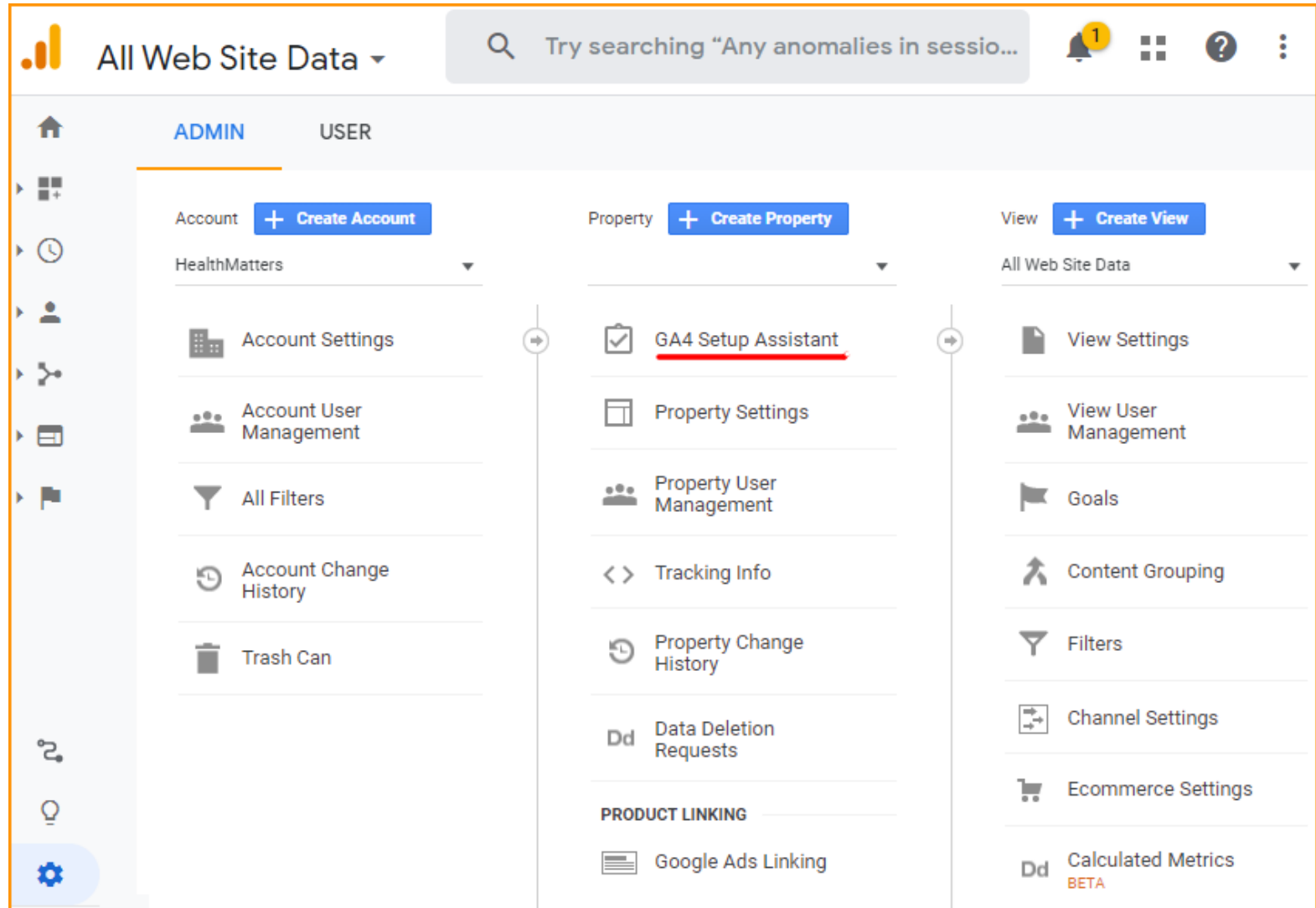
First, let's cover if you haven't yet upgraded from GA3 to GA4.

Next, we'll see how to create a new account with GA4 and GA3.

- You add GA4 to your Google Analytics account.
- You will have **both GA3 and GA4** accounts and data.
- You keep your GA3 data (until late 2023).

1. Click **Admin** (the gear icon in the lower left corner).
2. In the Admin box, select **Admin | Property | GA4 Setup Assistant**.

Tip: Upgrade to GA4 now so it starts to collect data (you can learn GA4 later).



Upgrade from GA3 to GA4

Select **I want to create a new Google Analytic 4 property** (the blue **Get Started** button).

Google Analytics 4 Property Setup Assistant

You're currently using a Universal Analytics property. To join the future of Analytics, set up Google Analytics 4 property below. [Learn more about GA4](#)

This Universal Analytics property remains unchanged and continues to collect data.



I want to create a new Google Analytics 4 property

We'll create a new Google Analytics 4 property based on this Universal Analytics property.

Get Started



I want to connect to an existing Google Analytics 4 property

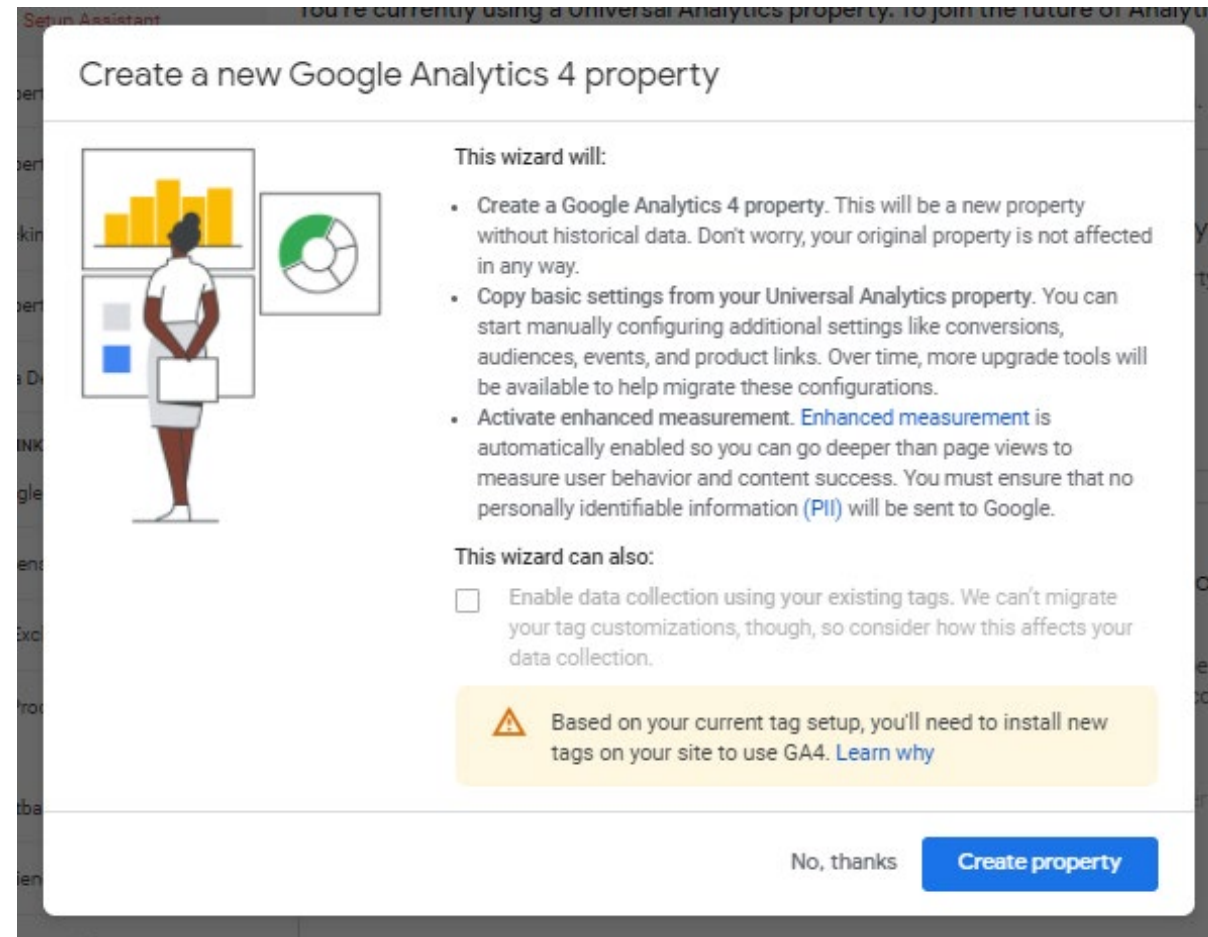
Connect an existing Google Analytics 4 property to take advantage of future tools to help complete your property configuration. You'll be responsible for tagging your site.

Select an existing Google Analytics 4 property ▼

Connect Properties

Upgrade from GA3 to GA4

Select **Create Property**.



Upgrade from GA3 to GA4


This brings you to the next step.

Open GA4 by clicking **See your GA4 property** (the blue button).

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.

[See your GA4 property](#)

 **Connected Property**
You can disconnect your properties at any time.

[Disconnect](#)

GA4 PROPERTY NAME	PROPERTY ID
http://food.com - GA4	273005

 Thanks for being an early adopter of the new Google Analytics.

[Send Feedback](#)

We value your feedback and will use it to improve GA4 properties and the setup experience over time.

Upgrade from GA3 to GA4

Next, add the new tracking tag.


Select **Tag Installation**.

Setup Assistant


Connected to <http://www.weird-food.com>

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 this Google Analytics 4 property](#)

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

[Open connected property](#)

 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... [>](#)

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](#) [>](#)

Note the **Measurement ID** at upper left.

For this GA4 account, the measurement ID is **G-VSBKOMX** (this is an example).


Your setup will track page views, scrolls, outbound clicks, site search, video engagement, and file downloads.

For the next step, you get the new GA4 tracking tag.

- Click **Global Site tag gtag.js** (at bottom).
- If you use **Google Tag Manager** (GTM), click the **second option** (more on GTM this in a few slides).

×

Web stream details

STREAM URL	STREAM NAME	MEASUREMENT ID	
http://www.food.com	http://www.food.com - GA4	G-VSBKOMX	
STREAM ID	STATUS		
2611253	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](#)


Measuring:


 Page views

 Scrolls


 Outbound clicks


 Site search

 Video engagement

 File downloads

[Show less](#)






Tagging Instructions

Use one of the following to start collecting data.


Add new on-page tag

Use existing on-page tag

▼ 

Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site

Add the Analytics tag to your website to begin seeing data in your property.

▼ 

Google Tag Manager

Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

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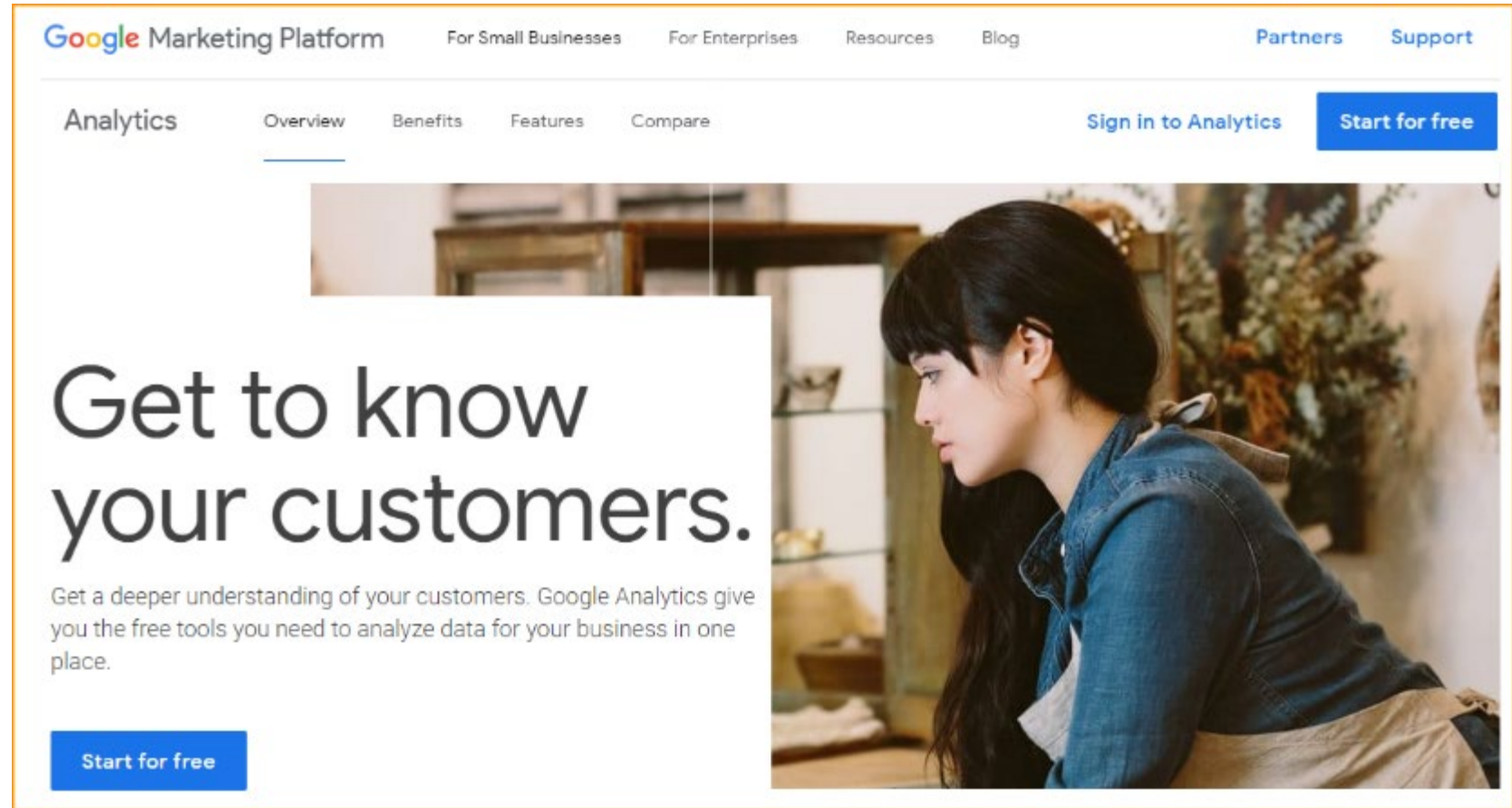
Slide 33

Set Up GA4

To create a new GA4 account:

1. Log into your Gmail account.
2. Or create a new Gmail account such as **MySiteMarketing@gmail.com**
3. Open a new Chrome browser tab.
4. Open marketingplatform.google.com/about/analytics/
5. Click **Start for Free**.

Tip: Use team accounts, not personal accounts.

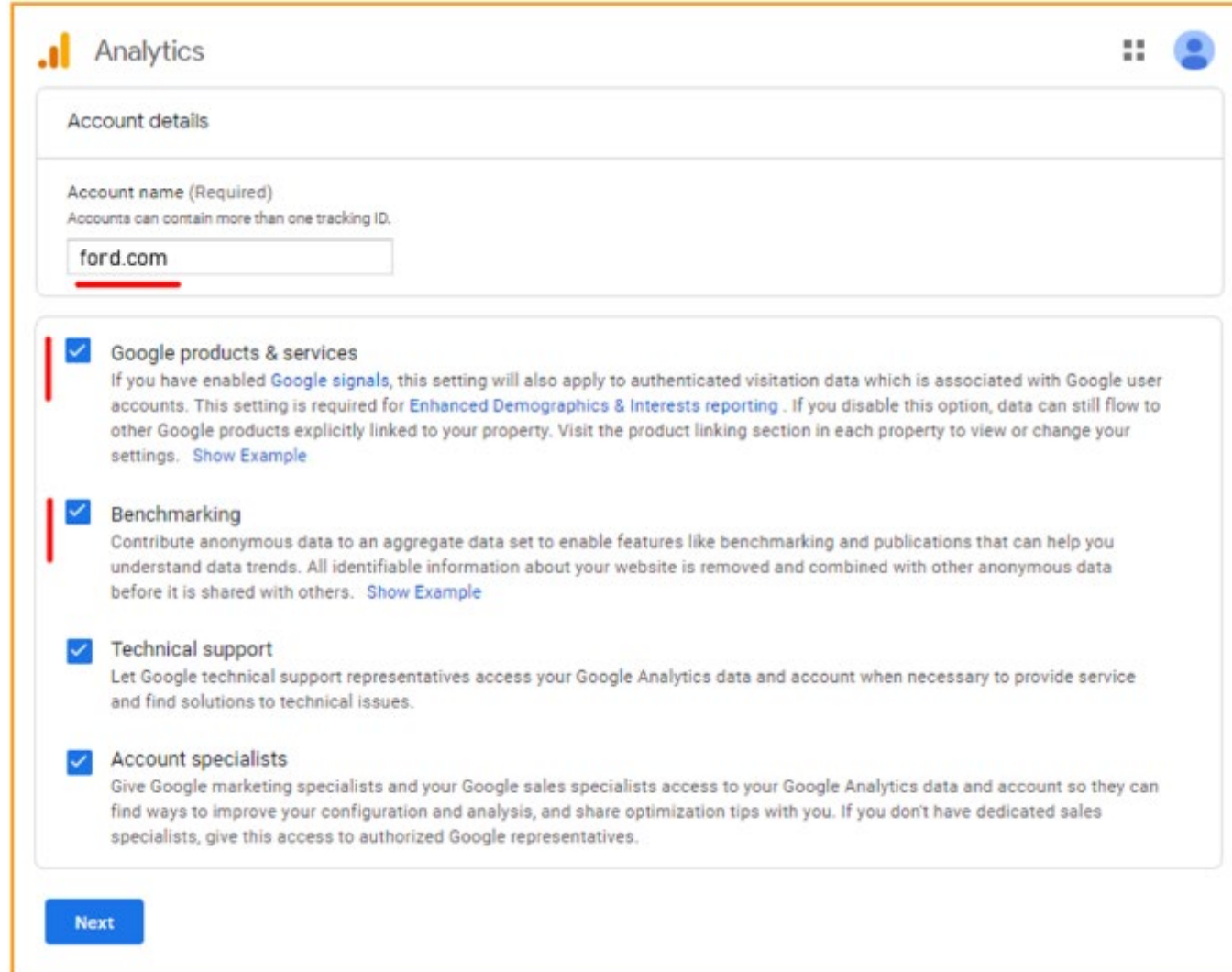


Add Your Name and Select Options

Fill out the form.

1. Add the **account name**, namely, your organization (such as ford.com).
2. Checkmark **Yes** for Google Products & Services to get demographic information (age, sex, language, location, interests, etc.).
3. Checkmark **Yes** to get benchmarking which compares your site's performance to others.
4. Click **Next**.

Tip: I recommend you check all of these. This gives more information to Google so it can interpret your data.



The screenshot shows the Google Analytics account creation interface. At the top, there's a header with the Google Analytics logo and a user profile icon. Below this is a section titled 'Account details'. Inside this section, there's a label 'Account name (Required)' with a subtext 'Accounts can contain more than one tracking ID.' Below the label is a text input field containing 'ford.com'. Below the input field is a red underline. Below the 'Account details' section is a list of four options, each with a checked checkbox and a description:

- ☒ **Google products & services**
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)
- ☒ **Benchmarking**
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)
- ☒ **Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists**
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

At the bottom of the form is a blue button labeled 'Next'.

You can have up to **99 websites (properties)** in your GA4 account.

1. Add the **property name**, which is each website (ford.com, fordtrucks.com, fordskateboards.com, etc.) in your GA4 account.

Tip: Add "GA4-" to the property name so you can tell it apart from GA4.

2. Click **Advanced Options** for more settings.

Analytics

Account setup

2 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)

*Navigate to your Firebase account if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

GA4-Ford.com

Reporting time zone

United States (GMT-07:00) Los Angeles Time

Currency

US Dollar (USD \$)

[You can edit these property details later in Admin](#)

Show advanced options

Next Previous

3 About your business

Give More Information to Google...

1. **Choose the Industry Category** for your business (not all categories are available, such as non-profit or church).
2. Select the number of employees at your business.
3. Checkmark the options in the list.
4. Click **Create**.

Tip: Don't ignore this page. GA4 will use your information to give you suggested audiences and settings.

Note: Many categories are missing. Use feedback and ask Google to add your category.

Note: You can **check these settings and update if needed**. Go to **Admin | Property Settings | Property Details | Industry Category**

Business information

Help us tailor your experience by answering the following.

Industry category

Books & Literature ▾

Business size

☐ Small - 1 to 10 employees

☒ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

☐ Very Large - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

☒ Measure customer engagement with my site or app

☒ Optimize my site or app experience

☒ Measure data across multiple devices or platforms

☐ Optimize my advertising cost

☐ Increase my conversions

☐ Measure content monetization

☐ Other

Create

Previous

Industry category	
Arts & Entertainment	Jobs & Education
Autos & Vehicles	Law & Government
Beauty & Fitness	News
Books & Literature	Online Communities
Business & Industrial	People & Society
Computers & Electronics	Pets & Animals
Finance	Real Estate
Food & Drink	Reference
Games	Science
Health	Shopping
Hobbies & Leisure	Sports
Home & Garden	Travel
Internet & Telecom	Other

But First, A Few Words from Google's Lawyers

Accept Google's Terms and Conditions (T&C):

1. Checkmark twice.
2. Click **I Accept**.

The screenshot shows a web browser window titled "Google Analytics Terms of Service Agreement". At the top, there is a dropdown menu set to "United States". Below this is the "Google Marketing Platform" header. The main heading is "Google Analytics Terms of Service". The text states: "These Google Analytics Terms of Service (this 'Agreement') are". Below this, there is a checked checkbox and the text: "I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)".

Below this section is a heading "Additional Terms Applicable to Data Shared with Google". The text says: "You indicated you would like to share your Google Analytics data with Google products and services. [Learn more](#)".


Next is a section titled "Google Measurement Controller-Controller Data Protection Terms". The text reads: "The Measurement Services customer agreeing to these terms ('Customer') has entered into an agreement with either Google or a third party reseller (as". Below this, there is another checked checkbox and the text: "I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google."



At the bottom of the window, there are two buttons: "I Accept" and "I Do Not Accept".








Get the Tracking Tag for Your Website


1. Under **Tagging Instructions**, click **Global Site Tag**.
2. From this point onwards, it's the same process. Copy the tag and add it to your website.
3. Use **GAChecker.com** to make sure the tag is on all pages at your site.

Web stream details



STREAM URL	STREAM NAME	MEASUREMENT ID
https://www.ford.com	GA4-ford.com	G-7J6JS5LWWV 
STREAM ID 2611398249	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](#) 

Measuring:  Page views  Scrolls  Outbound clicks  Site search  Video engagement 
 File downloads [Show less](#)

 **Tagging Instructions**
Use one of the following to start collecting data.

[Add new on-page tag](#) [Use existing on-page tag](#)

  **Global site tag (gtag.js)** Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

  **Google Tag Manager** Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

Add the GA4 Tags to Your Website

The global site tag (gtag.js) is in the dialog box.

Use your mouse or click the double-box icon to copy the tag.

Tip: You may need this tag again, so save it on your computer as a text file (not a Word docx).



The screenshot shows the 'Tagging Instructions' dialog box in Google Tag Manager. It has a blue wrench icon and the title 'Tagging Instructions'. Below the title, it says 'Use one of the following to start collecting data.' There are two tabs: 'Add new on-page tag' (selected) and 'Use existing on-page tag'. Under the 'Add new on-page tag' tab, there is a section for 'Global site tag (gtag.js)' with a blue 'g' icon. The text describes how to use the tag and provides instructions on where to place it in the HTML. Below the text is a code block containing the gtag.js script. To the right of the code block is a double-box icon for copying the code.

Tagging Instructions
Use one of the following to start collecting data.

[Add new on-page tag](#) [Use existing on-page tag](#)

Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

Copy the global site tag into the **<head>** section of your HTML. Or, if you use a website builder (e.g. WordPress, Shopify, etc), copy the global site tag into your website builder's custom HTML field.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-
VSBK0MX2QW"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-VSBK0MX2QW');
</script>
```

Add the Tag with WordPress (or any CMS)

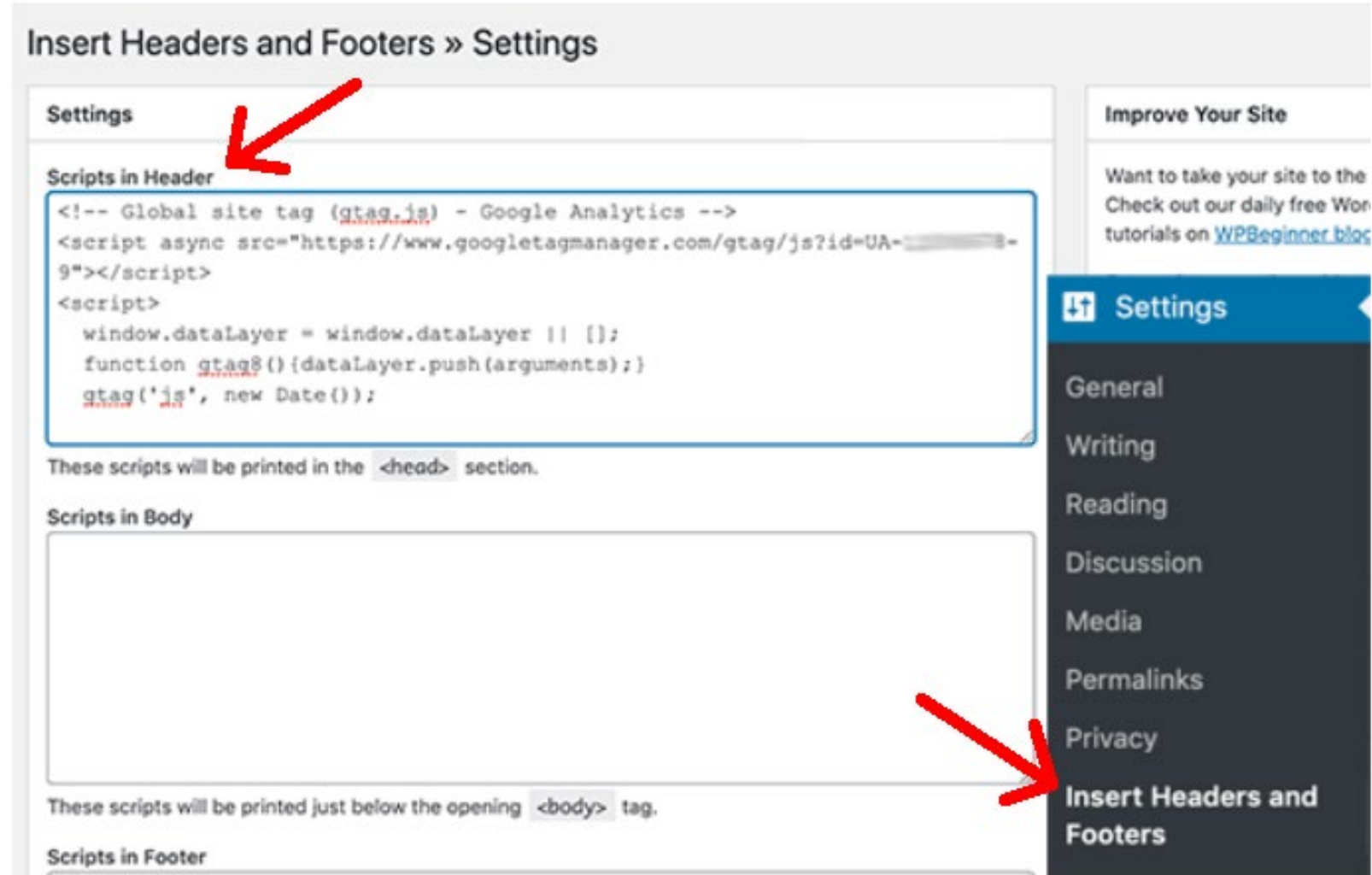
To add tags **in WordPress (or any CMS)**:

1. Open WordPress with **Administrator access**.
2. Install and activate the **WordPress Insert Headers and Footers** plugin.
3. Go to **WordPress | Settings | Insert Headers and Footers** (red arrow at bottom).
4. Paste the GA tag in the **Scripts in Header box** (red arrow at top) (not the **Scripts in Body** box).
5. This adds the tag to all pages at your site.
6. Click **Save**.

Tip 1: The **MonsterInsights** plugin adds analytics data to your WordPress panel. The **GA Google Analytics** plugin by Jeff Starr is **free**.

Tip 2: If you're using other CMS (such as Wix, Squarespace, etc.), search in Google for "Add google analytics tags to Wix" or similar.

Note: This works for GA3, GA4, and any tag (Facebook, Instagram, LinkedIn, etc).



Add the Tag with Google Tag Manager

If you have many tags (Google Ads conversion, Facebook, Twitter, LinkedIn, remarketing tags, etc.), I recommend the **Google Tag Manager (GTM)**.

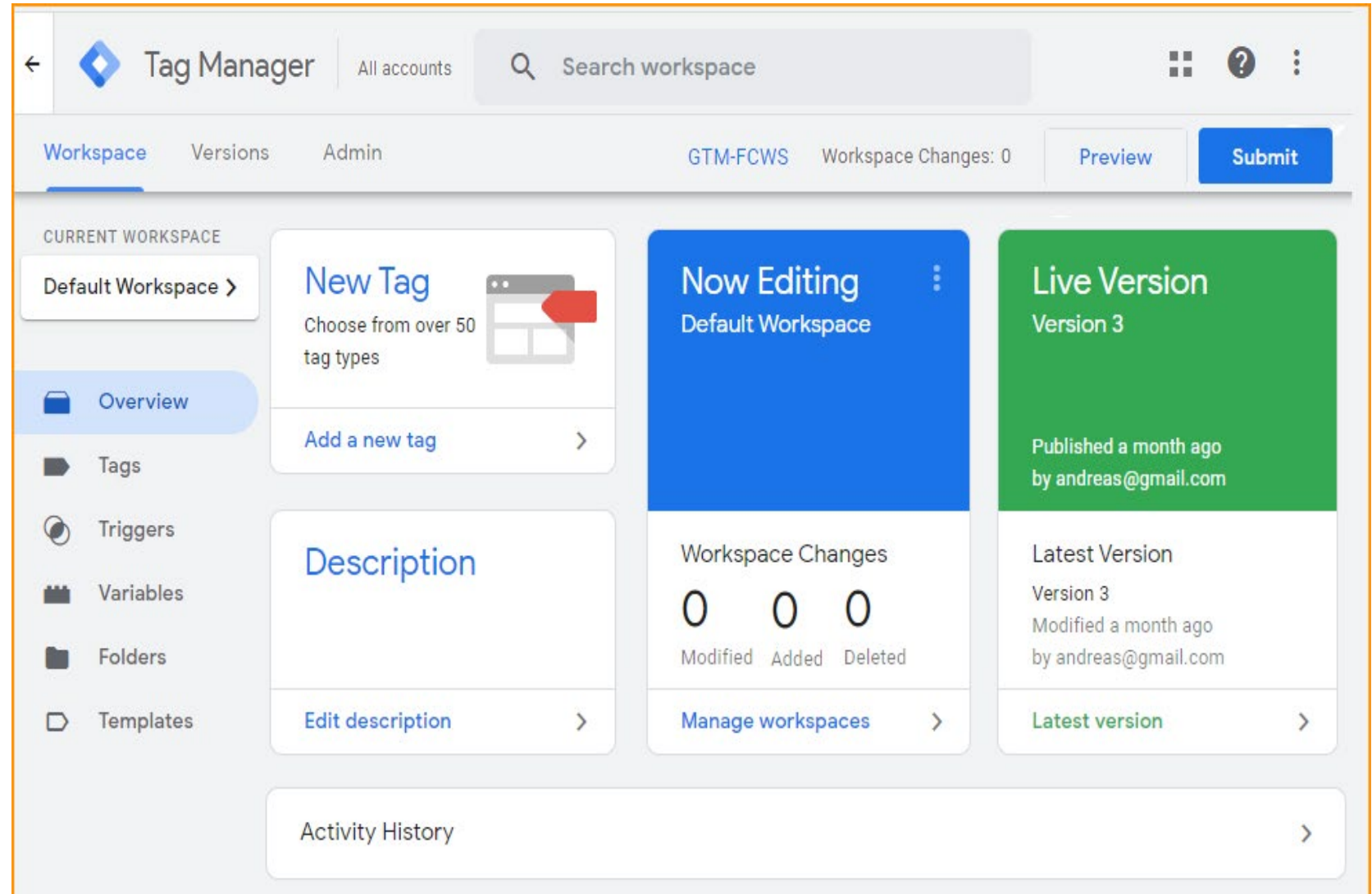
This lets you add, edit, pause, and remove tags without asking the webdev team or IT to make changes each time.

However, GTM can be a bit complex to learn and use. Many mid-size and large companies don't use it. If your current tagging method works, you don't need GTM.

Tip: Be sure to click **Submit** (at upper corner).

Note: There are **TWO** parts to a GTM tag. One part goes in the HEAD and the other goes in the BODY. Many webmasters are accustomed to tags with only one part.

Tip: How to install GA with GTM: See [GTM+GA4](#) by Julius Fedorovicus.



Add the Tag by Hand in HTML5

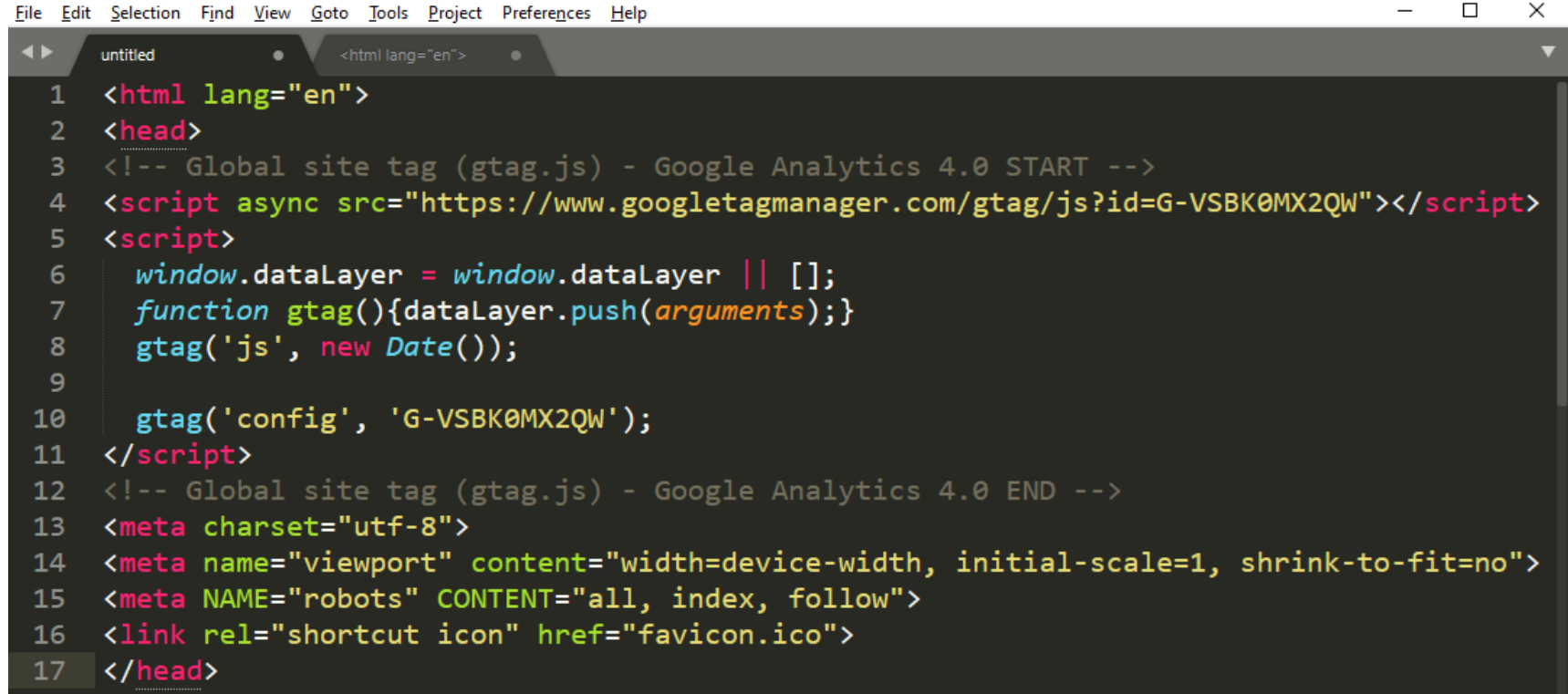
If the website is built in HTML5, you can **add the tag by hand** with your HTML code editor such as Sublime, EditPlus, etc.

1. Open the text editor.
2. Use global search/replace.
3. Paste the GA tracking tag after the <HEAD> code (line in 2).
4. Upload all pages to your server.

Caution: Do this only if you're familiar with code editing.

Mistakes can be difficult to undo. Make a backup before you start.

Note: In the past, Google recommended other positions for the tag. Google now says the tag should be at the top of the page.



```
File Edit Selection Find View Goto Tools Project Preferences Help
untitled
<html lang="en">
1 <html lang="en">
2 <head>
3 <!-- Global site tag (gtag.js) - Google Analytics 4.0 START -->
4 <script async src="https://www.googletagmanager.com/gtag/js?id=G-VSBK0MX2QW"></script>
5 <script>
6   window.dataLayer = window.dataLayer || [];
7   function gtag(){dataLayer.push(arguments);}
8   gtag('js', new Date());
9
10  gtag('config', 'G-VSBK0MX2QW');
11 </script>
12 <!-- Global site tag (gtag.js) - Google Analytics 4.0 END -->
13 <meta charset="utf-8">
14 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
15 <meta NAME="robots" CONTENT="all, index, follow">
16 <link rel="shortcut icon" href="favicon.ico">
17 </head>
```

Is the Tracking Tag on Every Page of Your Website?

Use **GAChecker.com** to see if the Google Analytics tag is on every page at your site.

- Free up to 10,000 pages.
- Check any site (your site or other sites).
- Checks for Google Tag Manager (GTM), **Global Site Tag (GA4)**, Universal Analytics (GA3), Analytics Classic (obsolete), Remarketing tag.
- Filter the results to see the pages without the tag.
- Export the list to CSV so you can fix the pages with missing tags.

Note: If GAChecker shows duplicate tags for a page, then delete one of the tags.

GAChecker.com

Checks Up to 10,000 Pages

Show rows
Without tag
Google Analytics Classic

#	URL	Glogal Site Tag	Universal Analytics	Analytics Classic	Analytics Remarketing
277	https://andreas.com/sitemap-2019-06-23.xml	×	×	×	×
152	https://www.andreas.com/sitemap-2019-06-23.xml	×	×	×	×
36	https://andreas.com/ylva-hagner.html	×	×	×	×
33	https://andreas.com/y2k/index.html	×	×	×	×
31	https://andreas.com/deadweb/index.html	×	×	×	×

Keep or Delete the GA3 Tags?

What about the GA3 tags?
Keep or delete?

- When (if) GA3 completely shuts down, you can remove the GA3 tags.
- But they're harmless. You can have both GA3 and GA4 tags on the site.

```
<!-- Global site tag (gtag.js) - Google Analytics -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=G-  
VSBK0MX2QW"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'G-VSBK0MX2QW');  
</script>
```



Additional Admin Settings

The GA3 Admin Panel's Beloved 35 Options...

The screenshot displays the Google Analytics Admin Panel interface. At the top, the 'Analytics' logo is on the left, followed by 'All accounts >' and 'All Web Site Data'. A search bar on the right contains the text 'Try searching "Compare bounce rate this week with last week"'. Below the top bar, there are tabs for 'ADMIN' and 'USER', with 'ADMIN' being the active tab. The main content area is divided into three columns, each with a header and a '+ Create' button: 'Account' (+ Create Account), 'Property' (+ Create Property), and 'View' (+ Create View). The 'Account' column lists: Account Settings, Account User Management, All Filters, Account Change History, and Trash Can. The 'Property' column lists: GA4 Setup Assistant, Property Settings, Property User Management, Tracking Info, Property Change History, Data Deletion Requests, and a 'PRODUCT LINKING' section with Google Ads Linking, AdSense Linking, Ad Exchange Linking, All Products, Postbacks, Audience Definitions, Custom Definitions, and Data Import. The 'View' column lists: View Settings, View User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics BETA, and a 'PERSONAL TOOLS & ASSETS' section with Segments, Annotations, Multi-Channel Funnels Settings, Custom Channel Grouping BETA, Custom Alerts, Scheduled Emails, Saved Reports, and Share Assets. A footer at the bottom reads '© 2021 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

Analytics | All accounts > | All Web Site Data

Try searching "Compare bounce rate this week with last week"

ADMIN | USER

Account + Create Account

- Account Settings
- Account User Management
- All Filters
- Account Change History
- Trash Can

Property + Create Property

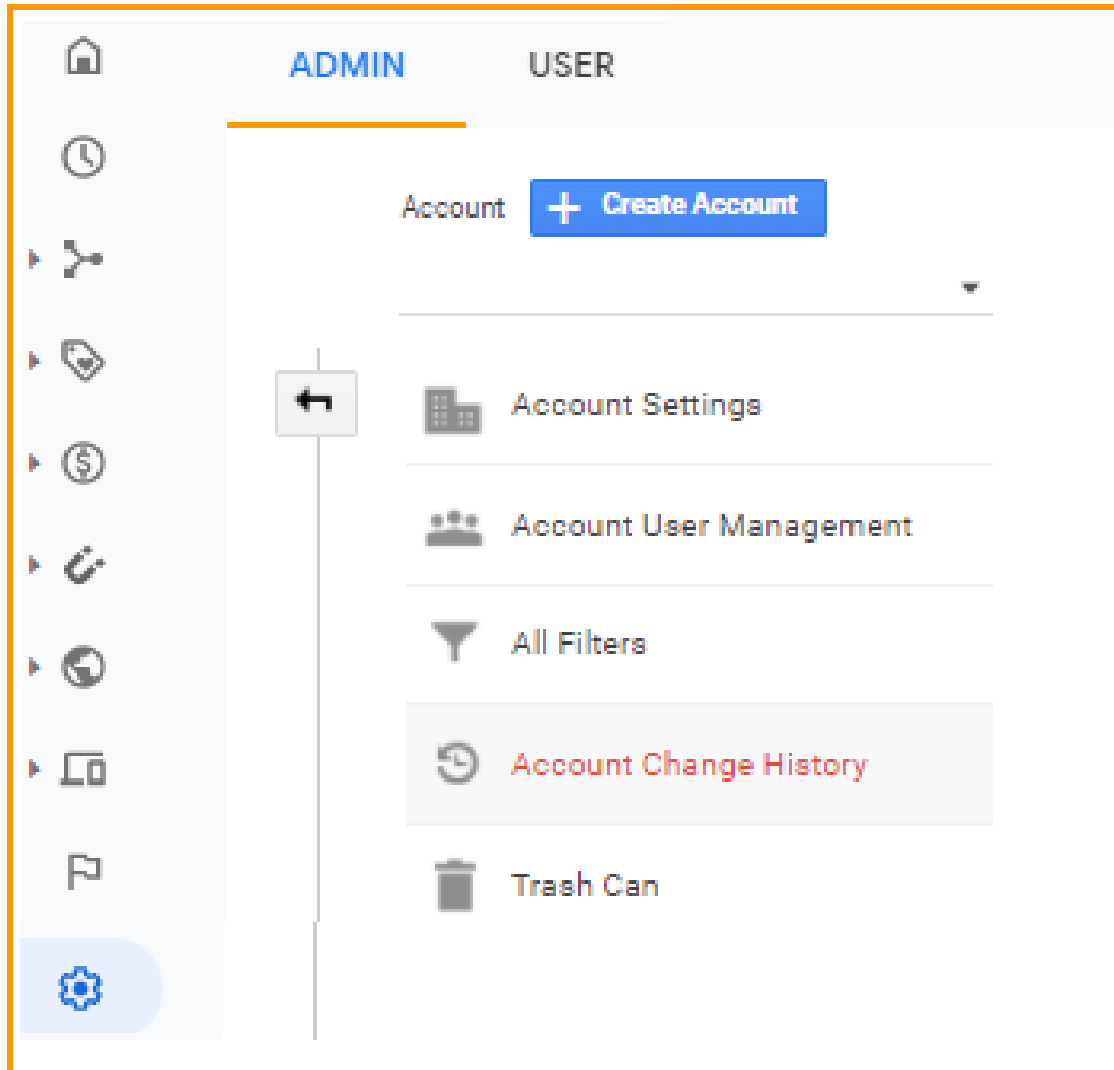
- GA4 Setup Assistant
- Property Settings
- Property User Management
- Tracking Info
- Property Change History
- Data Deletion Requests
- PRODUCT LINKING
 - Google Ads Linking
 - AdSense Linking
 - Ad Exchange Linking
 - All Products
 - Postbacks
 - Audience Definitions
 - Custom Definitions
 - Data Import

View + Create View

- View Settings
- View User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- PERSONAL TOOLS & ASSETS
 - Segments
 - Annotations
 - Multi-Channel Funnels Settings
 - Custom Channel Grouping BETA
 - Custom Alerts
 - Scheduled Emails
 - Saved Reports
 - Share Assets

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...Is Just a Few Options in GA4 Admin Panel



If You Have Both GA3 and GA4, Mark the Difference

Add a bit of text so you can tell the difference between GA3 and GA4:

1. To find GA3, go to the Google Analytics logo at the top left of your analytics screen.
2. Just to the right of the logo, do a mouseover and you'll see the various GA accounts.
3. If the account number starts with UA-, it's a Google Analytic 3.0 account. If the number doesn't have UA-, it's GA4.

Tip: Edit the names to see the difference:

1. Open GA3 and click **Admin | Property Settings | Property Name**. Change the property name to **GA3-company.com**
2. Open GA4 and click **Admin | Property Settings | Property Name**. Change the property name to **GA4-company.com**

Tip: You can also add **Use this One Company.com** to the name.

All Favorites Recents Search Visit Platform Home		
Analytics Accounts	Properties & Apps	Views
andreas.com 22555555	GA3 andreas.com UA-22555555	1. Raw Data 22555555 ☆
Demo Account 54516992	GA4 andreas.com 25555555 Open ☆	2. Test a filter 22555555 ☆
		3. Filtered D... 37555555 ✓ ☆

Use Account Settings to Change the Name and Turn On Options

Turn on several settings to share data

1. Click the **Admin** icon.
2. Select **Admin | Account Settings**
3. **Google Products and Services:** Turn this on to get **demographic data** (age, gender, language, location, etc.).
4. **Benchmarking:** Turn this on to get data on how your site compares with other sites.
5. The last three checkboxes give Google access to your account.

Account [+ Create Account](#)

andreas.com

Account Name

ford.com

Country of Business

United States

Data Sharing Settings ⓘ

Data you collect, process and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, and to perform system critical operations.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

☒ Google products & services

Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best in class Intelligence and Insights services, maintain critical Spam Detection services that benefit all linked products and users, and offer [Enhanced Demographics and Interests reporting](#) when [Google signals](#) is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

✓ The controller-controller data protection terms for data shared from this account were accepted on **September 12, 2019**

☒ Benchmarking

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)

☒ Technical support

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Account specialists

☒ Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

☒ Give all Google sales experts access to your data and account, so you can get more in depth analysis, insights, and recommendations across Google products.

[Learn how Google Analytics safeguards your data.](#)

Data Processing Terms

Account User Management

Choose who has access and the level of access to the account.

1. Click the **Admin** icon.
2. Select **Admin | Account User Management**.
3. Review the access settings for each user.

Tip: Give only necessary access. **Don't give everyone Edit access.**

Tip: Take the opportunity to review access in GA3. Lower their access level. Delete anyone who should not be there.

The screenshot shows the 'Account permissions' page for 'andreas.com'. At the top, there's a search bar and a '+ Add' button. Below is a table with 3 rows. The first row is for 'Andreas Ramos' with permissions 'Edit, Collaborate, Read & Analyze, Manage Users'. The second and third rows are for anonymous users with the same permissions. A context menu is open over the third user, showing 'View user's account details' and 'Remove access'.

<input type="checkbox"/>	Name ↑	Email	Permissions ⓘ
<input type="checkbox"/>	Andreas Ramos	andreas.com	Edit, Collaborate, Read & Analyze, Manage Users
<input type="checkbox"/>	—	eu...	Edit, Collaborate, Read & Analyze, Manage Users
<input type="checkbox"/>	—	an...	Edit, Collaborate, Read & Analyze, Manage Users

Context menu options:

- View user's account details
- Remove access

Increase the Data Retention from Two Months to 14 Months

By default, GA4 keeps only two months (60 days) of visitor data.

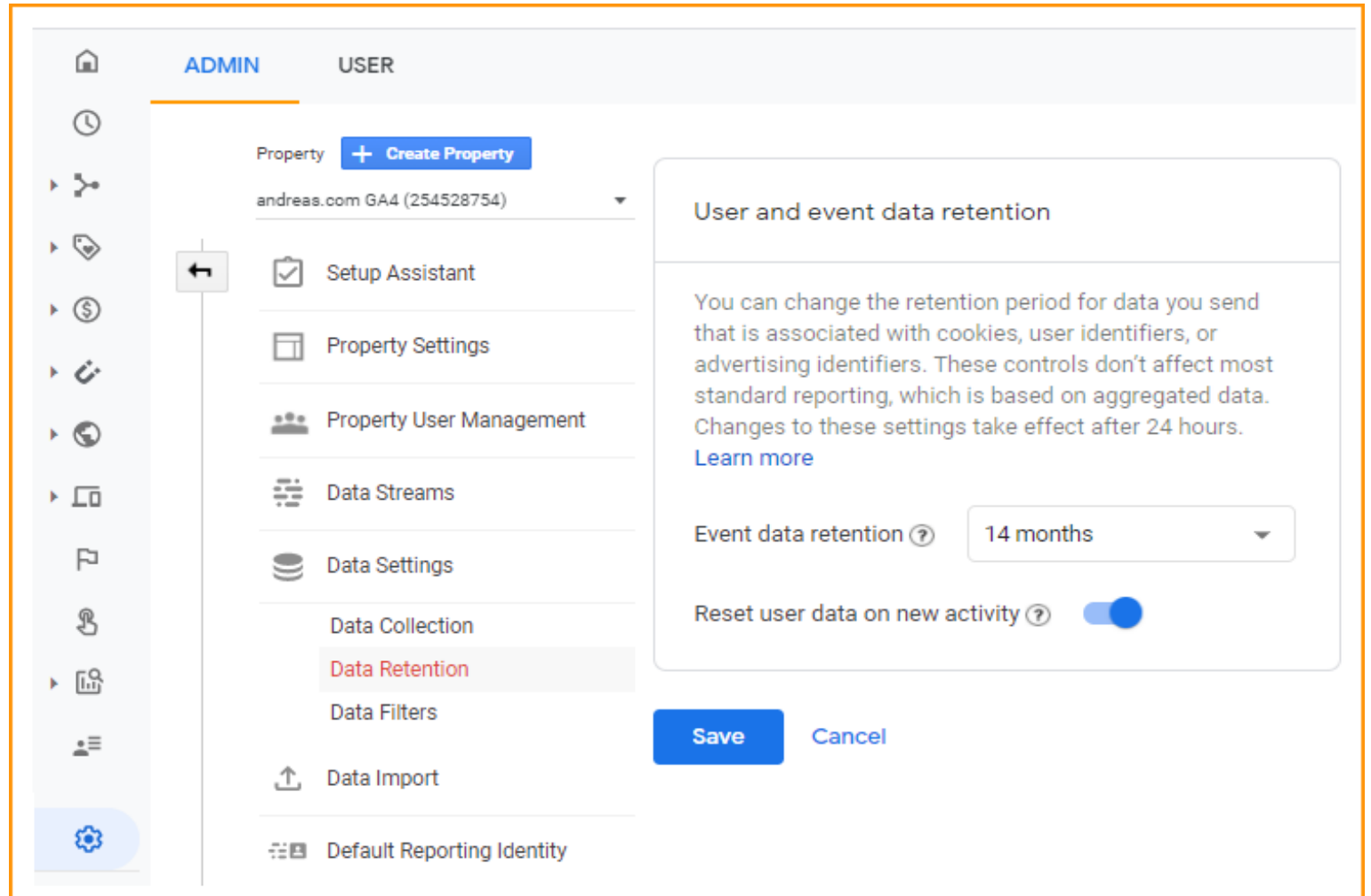
Increase this to fourteen months.

- Click **Analytics | Admin | Property | Data Settings | Data Retention**.
- Change from two months to fourteen months.
- Click **Reset User Data**. If a visitor returns, the data stream continues. If not set, visitor data is deleted.

Tip: Turn on **Data Collection**.

Note: Google may offer more time for a fee.

Note: Use **Data Filters** to create filters. Currently, only two filters: block internal traffic or developer traffic.



Change History

See who has made changes to the account.

(This item is not in the demo account).

1. Click the **Admin** icon.
2. Select **Admin | Account Change History**.
3. Use the filters to see who made change, what changes were made, and the date of change.

Tip: Use this to ensure your staff, contractors, and agencies are doing work.

ADMIN USER

Account [+ Create Account](#)

andreas.com

Account Settings

Account User Management

All Filters

Account Change History

Trash Can

Change history

Date range: 04/18/2021 - 05/18/2021

Location: Account | andreas.com

[Fewer filters](#) [Apply](#) [Reset](#)

Any item type ▾ Any action ▾ Changed by anyone ▾

Time	Location type	Location name	Item type	Item name	Action	Changed by
May 18, 2021 at 2:15:25 PM GMT-7	Account	andreas.com	Property	http://www.weird-food.com - GA4	Created	an...@gmail.com
May 18, 2021 at 2:15:25 PM GMT-7	Property	http://www.weird-food.com - GA4	Web data stream	http://www.weird-food.com - GA4	Created	an...@gmail.com
May 18, 2021 at 2:15:25 PM GMT-7	Property	http://www.weird-food.com - GA4	Data filter	Internal Traffic	Created	an...@gmail.com

Items per page: 5 1 - 3 of 3

Filters in GA4

Very Few Filters in GA4

GA3 had problems with data so it required many filters.

These problems have been fixed in GA4 so most filters aren't necessary.

GA4 has basic filters, such as lower case for search terms, URLs, URIs, and so on.

ADMIN USER

Account [+ Create Account](#)

andreas.com

- Account Settings
- Account User Management
- All Filters**
- Account Change History
- Trash Can

Displaying Filters for Universal Analytics Properties only. Filters cannot be applied to Google Analytics 4 Properties.

Filter Name	Filter Type	Views
Add Closing Slash to URI	Advanced	1
Andreas' IP address	Exclude	3
Block internal office traffic	Exclude	1
Block Traffic from Syria	Exclude	0
Full URL	Advanced	0
Lower Case Search Terms	Lowercase	1
Lower Case URI	Lowercase	1
Lower Case URL	Lowercase	4

Show rows 10 Go to 1 1 - 10 of 19

How to Block Your Internal Traffic in GA4

Why exclude an IP address?

Generally, you don't want to track internal traffic. This dilutes your general traffic.

Note: People working from home, likely have a DSL with a dynamic IP address, so their IP address may change. When it changes, the filter won't work.

Part 1: Add the IP address to exclude

1. Collect the IP addresses. Send an email to your staff with [WhatIsMyIP.com](https://www.whatismyip.com). Ask them to click the link and copy the number (such as 67.180.90.20) and send it back to you.
2. Click **GA4 | Admin**.
3. Select **Data Streams**.
4. Select the property (website) where you want to add the filter.
5. Select **More Tagging Settings** (at the bottom).
6. Select **Define Internal Traffic**.
7. Select **Create**.

8. The **Rule Name**: Enter the name of your office, your home, the person, etc.
9. Set **traffic_type value = internal**
10. IP addresses: You have several options:
 - IP address begins with...
 - IP address contains...
 - IP address ends with...
 - IP address equals...
 - IP address is in range (CIDR notation)
11. Choose the relevant option. If this is for your house, choose "equals". For an office with many IP addresses, such as 10 through 80, use a slash, so if the office IP is 192.0.2.10 through 192.0.2.80, use 192.0.2.10/80 (talk with your network support team to get the range).
12. Click **Create** to save.

Part 2: Test the Filter

1. Click **GA4 | Admin | Data Settings | Data Filters**
2. By default, this is set to exclude any traffic that is marked as Internal Traffic (which you defined in Part 1).
3. The Filter State is set to **Testing**. If the event is triggered (an IP address matches the internal value), it will be reported in "Test Data Filter Name".
4. If the test report is good, you can switch the filter to **Active**.

To block internal traffic from other staff and contractors, repeat these steps. Send an email with the link [WhatIsMyIP.com](https://www.whatismyip.com) and ask them to click the link and copy the number (such as 67.180.90.20) and send it back to you.

Part 3: See the Results

Visit your website with several different browsers (Chrome, Edge) and devices (desktop, mobile)

1. Wait 24 hours.
2. Go to **GA4 | Life Cycle | Acquisition | Traffic Acquisition**.
3. At the top, click **Add Comparison**.
4. At the right, in the box for **Select Dimension**, scroll down and select **Test Data Filter Name**.
5. In the box **Select Dimension Values**, select **Internal Traffic**, checkmark it, click **OK**, and click **Apply**.

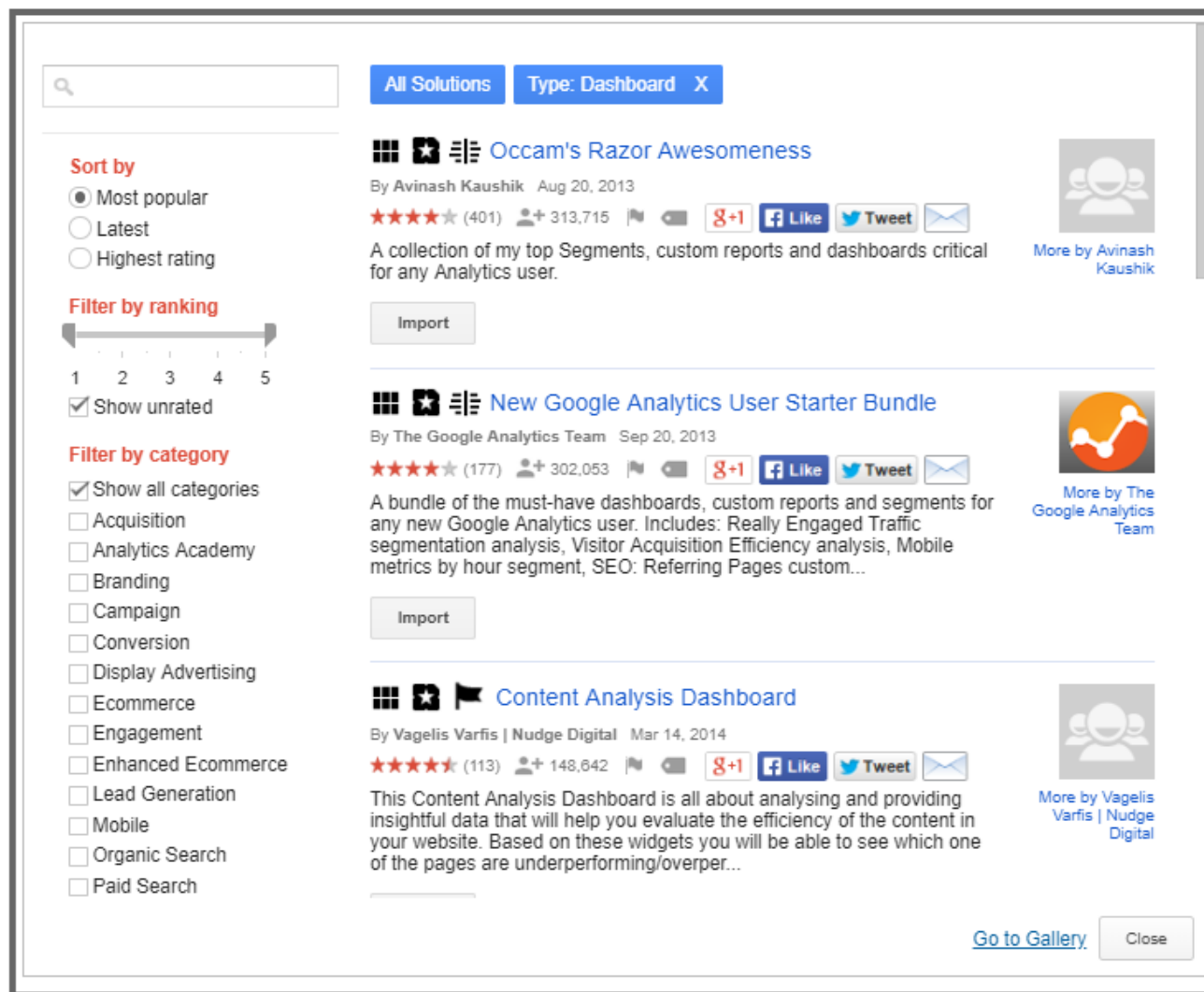
In the graph at the left, data shows internal traffic.

In the table at the bottom, you may see your website and filtered visits.

How to Configure Dashboards, Views, Automated Reports, and Alerts

Dashboards, views, automated reports, alerts, and more do not exist in GA4.

You create customized reports in GA4.



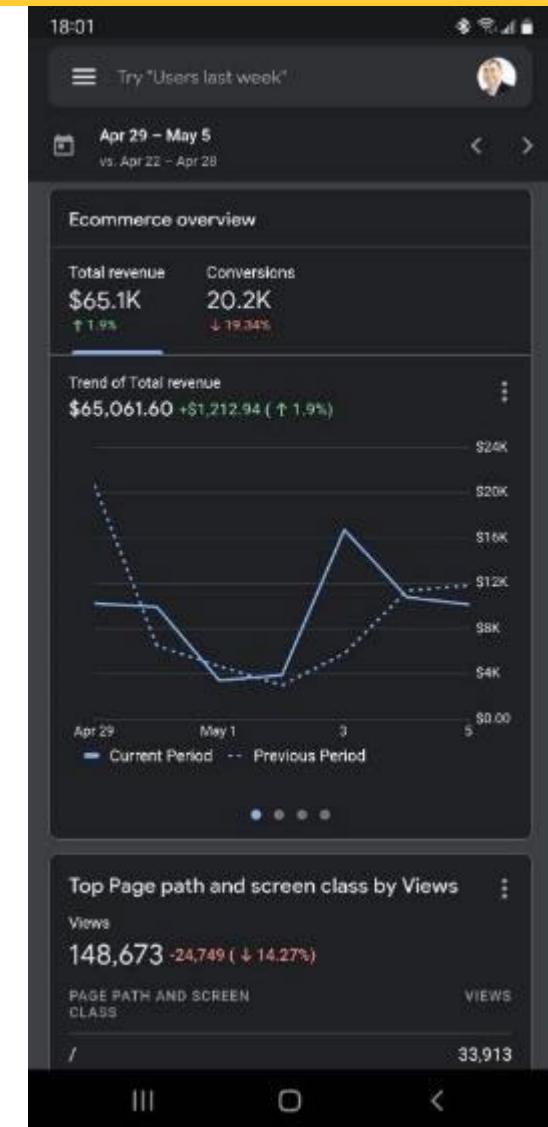
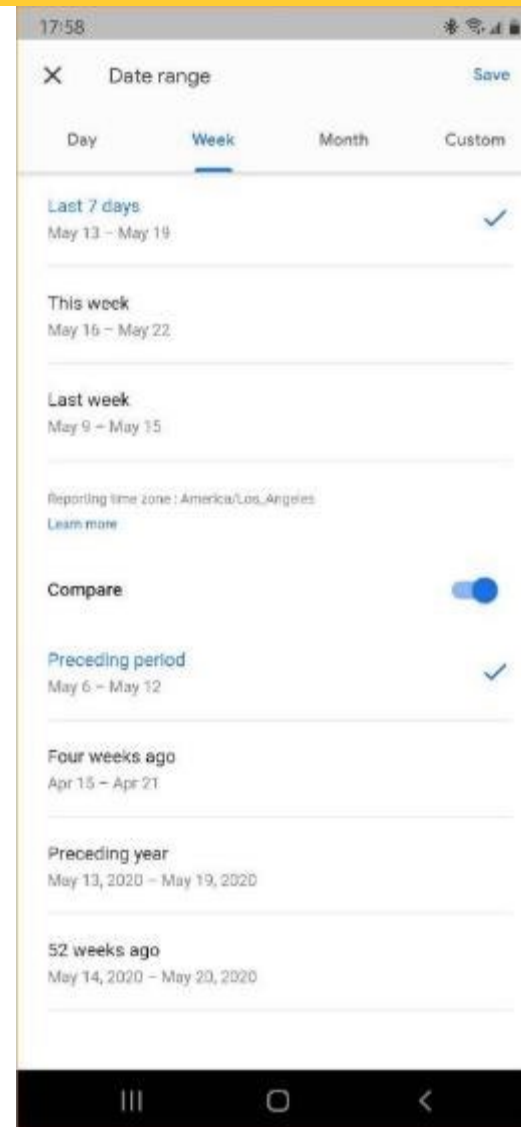
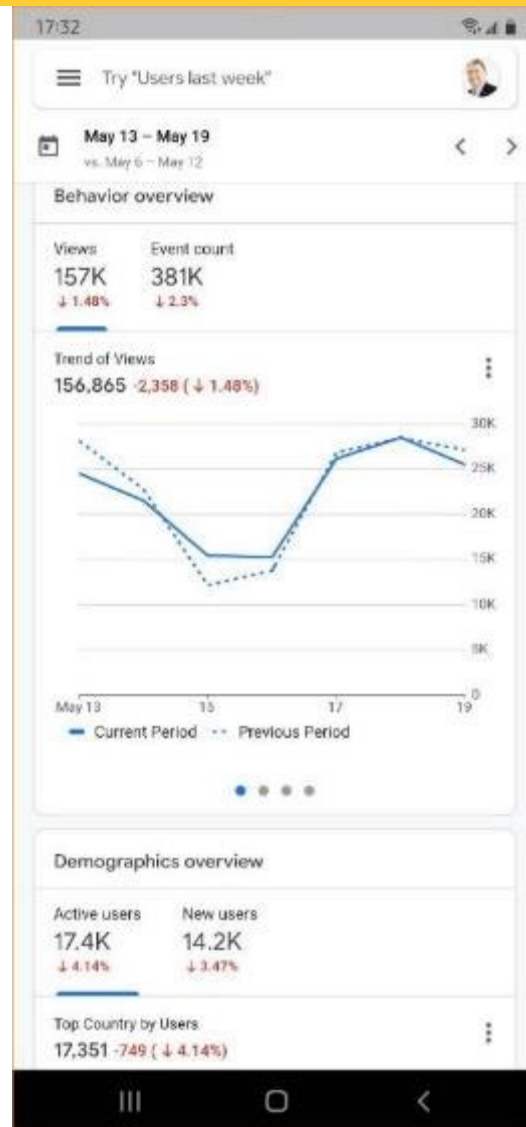
GA4 On Mobile

Google Analytics 4.0 on Your Phone

Google Analytics App:

- Free at the Apple or Google app store.
- For Apple iOS and Android.
- Set time comparisons.
- Light or dark theme.

Note: The mobile screen is too small for practical use. The mobile app may be useful in an emergency or help you to fall asleep at night.



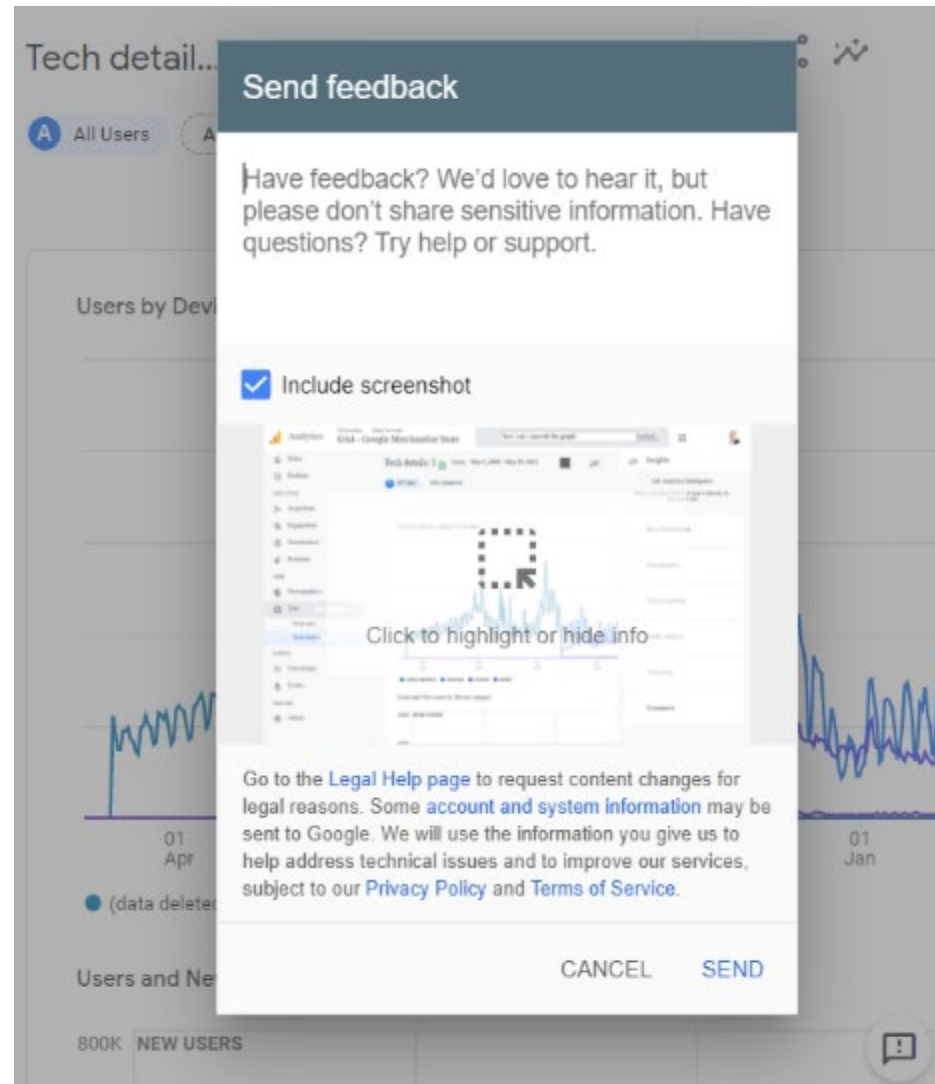
Send Feedback to GA4

Help Google with Your Feedback

When you see something is missing or broken, **send feedback**.

1. Click the information icon at lower right.
2. The popup lets you make a screenshot and add your questions or notes.

Google is constantly changing GA4.



Understand Your Data with a Bit of Statistics

Data Can Often Mislead

Because Google shows numbers, it's easy to see the difference between numbers.

But we run into trouble if we compare high values (20,000 impressions) and low values (7 impressions) as if they're the same.

In this example, email engagement is **72.09%**. Email is the winner... or is it?

We can use a bit of statistics to understand the data.

Note: Google Analytics doesn't explain numbers. Many users make mistakes with data.

First user medium ▾ +		New users	Returning users	Engaged sessions	Engagement rate	Engaged sessions
Totals		51,724 100% of total	14,250 100% of total	52,949 100% of total	62.35% Avg 0%	0.88 Avg 0%
1	organic	21,292	5,276	21,096	65.63%	0.91
2	(none)	20,277	6,793	24,037	62.89%	0.90
3	cpc	5,910	715	2,997	42.16%	0.50
4	referral	4,010	1,312	4,362	65.15%	0.93
5	affiliate	123	27	113	67.26%	0.86
6	(not set)	105	27	59	30.89%	0.50
7	email	7	40	62	72.09%	1.24
8	(data deleted)	0	107	223	71.25%	1.99

There Is a Difference between Numbers?

Let's say there are two items, such as two keywords, two ads, two images, two political candidates, three dogs, whatever. This can be two, three, four, ten, whatever.

Item	Impressions	Clicks	CTR
A	1458	64	4.39%
B	1583	63	3.98%

A has a higher CTR, but B has more data.

Which is going to win over the long run?

How much data do we need to make decisions?



Calculate the +/- Range for Each Number

Let's calculate the statistical confidence for +/-3%

1. The first item's CTR will average within 3% of 4.39%:
 $4.39\% \times 0.03\% = 0.1\%$
2. This means the first item's CTR will range by 0.1% up and down:
 $4.39\% + 0.10\% = 4.49\%$
 $4.39\% - 0.10\% = 4.29\%$
3. The range of the first item's CTR can range from 4.49% (high) to 4.29% (low).
4. Do the same calculation to find that the second item's range:
 $3.98\% + 0.10\% = 4.08\%$
 $3.98\% - 0.10\% = 3.88\%$

Conclusion:

- A's lowest range is 4.29%
- B's upper range is 4.08%
- A is likely to perform better than B.

Ad	Clicks	Impr.	CTR
Air Evac Air Ambulance Affordable Peace of Mind for Only \$50/yr. Join Now. joinlifeteam.com/MedEvac-Helicopter	64	1,458	4.39%
Air Evac Helicopter Anytime. Anywhere. 24/7. You Can Count On Us. \$50/yr. joinlifeteam.com/MedEvac-Helicopter	63	1,583	3.98%



Tip: You can easily add or subtract 0.1 to CTR to get the range.

The More Data, the Better the Confidence

The more data you have, the better the certainty.

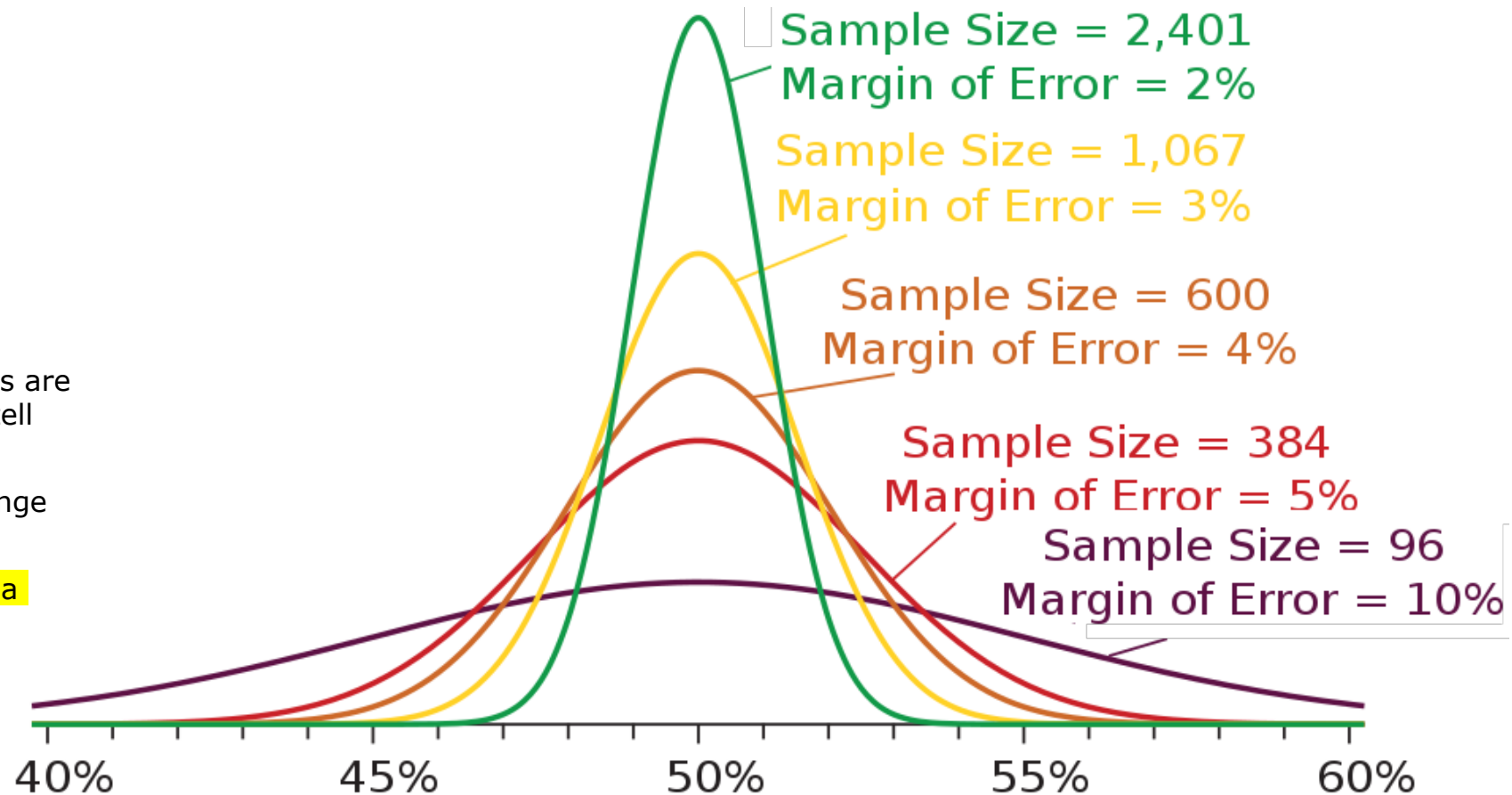
Data	Range
2,401	+/-2%
1,067	+/-3%
600	+/-4%
384	+/-5%
96	+/-10%

If you have 1,067 impressions and the two CTRs are 4.39% and 3.98%, then you can use +/-3% to tell them apart.

But if you have only 96 impressions, the +/- range is 10% and the two CTRs may overlap.

Insight: Collect enough data until you can see a statistically-meaningful difference between numbers.

Note: See [wikipedia.org/margin of error](https://en.wikipedia.org/wiki/Margin_of_error)



Keep Up with GA4

- <https://support.google.com/analytics/answer/9164320>

Google Search Central has help, information, and discussion. They sometimes post updates about changes:

- developers.google.com/search?hl=en

Google's Twitter accounts:

- Google Analytics at [@GoogleAnalytics](#)
- Google Ads at [@GoogleAds](#)
- Google Search at [@GoogleSearchC](#)

You can also search Twitter for **#GA3**, **#GA4**, or **#UA analytics**.

Three (free) newsletters:

- SearchEngineWatch.com
- SearchEngineLand.com
- SearchEngineJournal.com

And me:

- On Twitter at @andreas_ramos

What's new

Meet the next generation of Google Analytics

As of October 14, 2020, a Google Analytics 4 property (formerly known as an "App + Web" property) is now the default when you create a new property. Universal Analytics refers to the previous generation of Analytics. This was the default property type for websites prior to October 14, 2020. [Learn more.](#)

2021 releases

April 23, 2021
March 12, 2021
February 19, 2021
January 22, 2021

April 23, 2021

Gaming concepts in Analysis

We have added a series of metrics in Analysis commonly used by gaming properties, but also useful for a variety of other apps or sites.

The metrics added are a combination of user metrics (e.g. users who at least one purchase in the last 7, 30 or 90 days) and revenue metrics (e.g. average purchase revenue of all your visitors ARPU or average revenue of only visitor who purchased ARPPU).

[illegible]

Summary

What's in the Future for Analytics?

Analytics to all digital devices: Cars, bicycles, watches, TVs, alarm clocks, game consoles, refrigerators, Bluetooth tiles, dog collars, thermostats, digital photo frames, running shoes...



Agenda: What We Covered Today



Module 1

- Why analytics?
- What is Google Analytics 4.0 (GA4)?
- Difference between GA3 and GA4
- Install GA4
- Install GA4 and GA3
- The admin panel
- Statistics in Google

Module 2

- Notes on using GA4
- The 14 GA4 reports
- Additional notes on using GA4

Module 3

- Notes on using GA4
- Use the Explore tool to create reports

- The video recording of this workshop will be sent from the DMANc.
- If you don't get it, check your email spam or junk folder.
- Please whitelist our email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, go to DMANc.org/Contact-Us/ form. We'll be get this to you some other way.



Marketing

- Account-Based Marketing (ABM) for Small-to-Medium Companies
- Affiliate Marketing
- B2B Market Strategy Development
- Email Marketing
- Using Behavior Marketing
- Sustainable Marketing **New**

Social Media

- Podcasting
- Youtube Marketing
- Influencer Marketing
- Social Media Fundamentals
- Social Media Masterclass
- Meta, Facebook, Instagram, Pinterest, and Tiktok advertising
- LinkedIn Advertising

SEO

- **SEO Search Engine Optimization**
- **LinkedIn Profile Optimization (LPO)**

Ads in Google

- **Google Ads**

Analytics and Data

- **Google Analytics 4.0**
- Google Looker

Marketing+AI

- **Marketing+AI New**

Content Marketing

- Content Marketing
- Copywriting Masterclass **New**

We constantly add new courses.

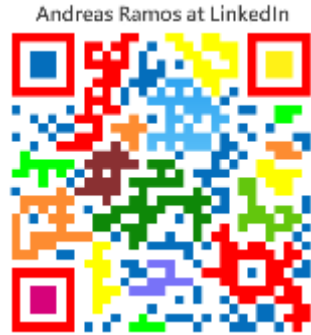
All courses available live and recorded.

See a full list of upcoming live and recorded workshops:

<https://dmanc.org/digital-marketing-certification-workshops/>

Andreas Ramos

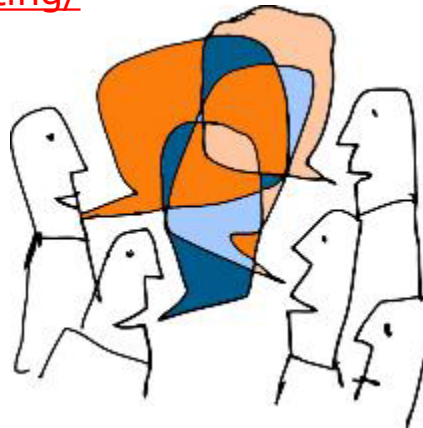
- Email: andreas@andreas.com
- Twitter: [@andreas_amos](https://twitter.com/andreas_amos)
- LinkedIn: linkedin.com/in/andreasramos/



Send follow-up questions and I'll reply.

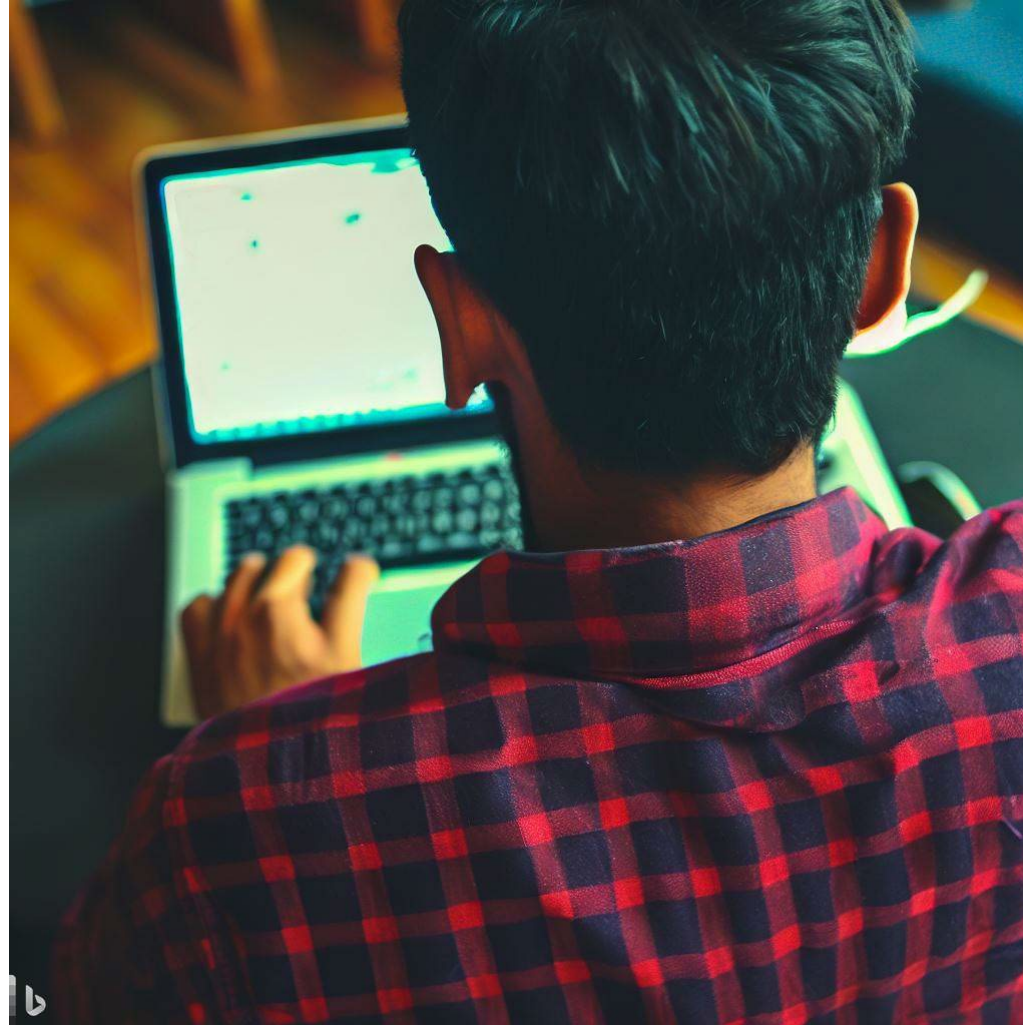
Laurie Beasley, Director of the DMAnc

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- linkedin.com/company/beasley-direct-and-online-marketing/



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- Your feedback is very important to us.
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See You in the Next Workshop!