Migration to Google Analytics 4

May, 2023

BORD BIA
IRISH FOOD BOARD

Introduction

The purpose of analytics is to help you make decisions to improve your campaigns, make better use of your marketing budget and increase audience engagement levels. Rather than guessing what works well, use trends and patterns from your data to make informed decisions to improve your campaigns. Use data to identify what's working well then increase your focus on these campaigns and communications to keep performance up. Also to identify what's less effective and pull back on this activity to prioritize the marketing campaigns that are effective.

On July 1st 2023 Google Analytics will migrate to Google Analytics 4. Google Analytics 4 is the new version of Google Analytics. All of your old Google Analytics data will be deleted in July so you also need to download your data reports before then so you have a record of your old data. This guide and accompanying videos will take you through the necessary steps to successfully migrate to Google Analytics 4.

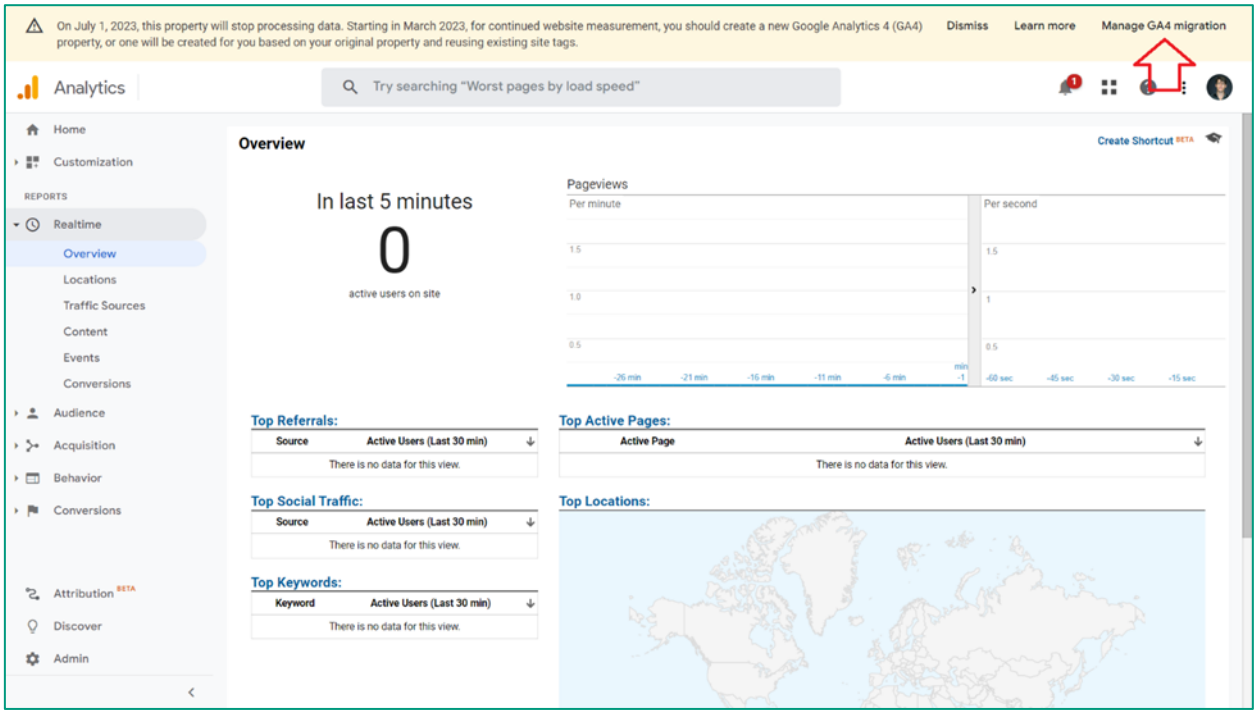
This guide is part of the Bord Bia Think Digital programme. This programme seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst equipping businesses with the resources and supports needed to deliver best in class digital activation. Find resources, webinars and more on the Think Digital page. This is one of a range of Client Capability services available, find out more about our additional resources here. For further support please reach out at clientcapability@bordbia.ie

This guide has been produced in conjunction with Cathal Melinn, founder of Digital Basics Digital Basics is a Dublin based digital marketing consultation and training firm.

Part 1 - Migrating to GA4

It's important to create a GA4 (the new version of Google Analytics) and run it in parallel with your Google Analytics. This is because Google Analytics is closing down in July 2023 and will be replaced by GA4. All of your old Google Analytics data will be deleted in July so you also need to download your data reports before then so you have a record of your old data.

Firstly, Google will automatically create a GA4 instance and link it to your existing Google Analytics set up for you or you can create a GA4 set up manually. If you don't create a GA4 by March 2023, the auto set up will do it for you. If you do create a GA4 manually before March 2023, you can turn off the auto set up too. You can see all details in the yellow banner at the top of the Google Analytics screen.

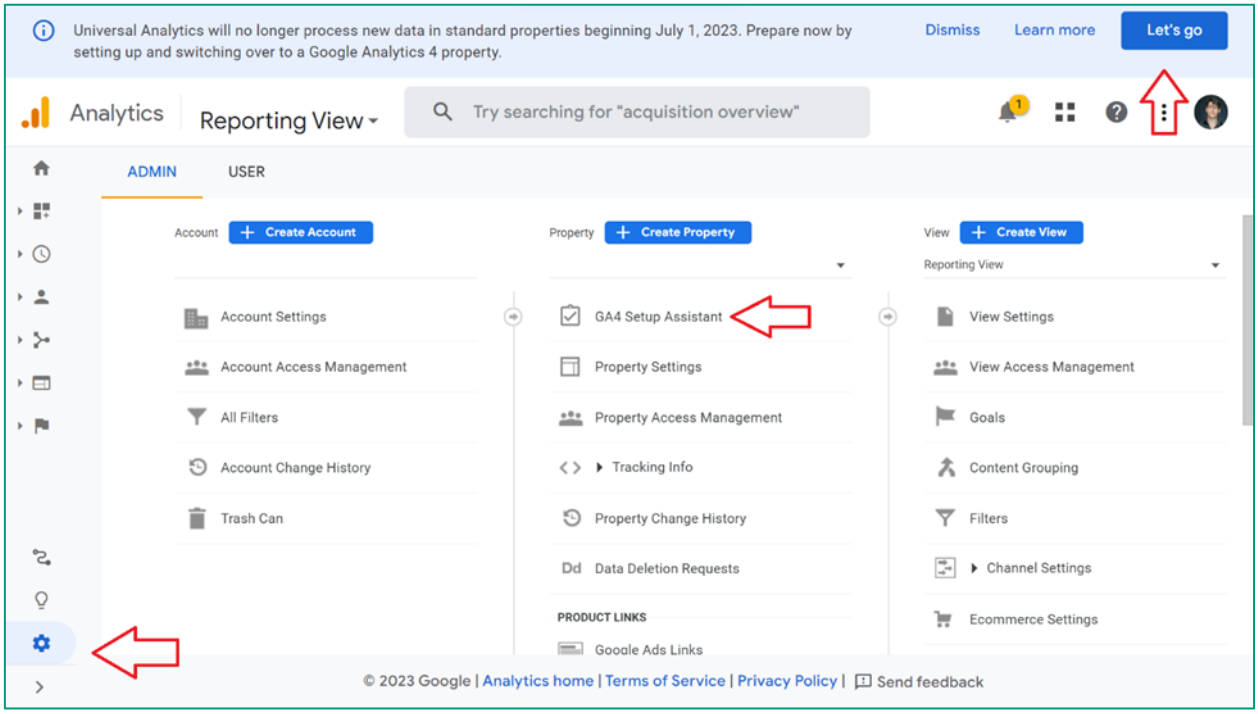


This short guide will show you how to manually Migrate to GA4 if you don't want to use the auto migrate. This guide will also show which reports to save from original Google Analytics as well as fine tuning your new GA4

1. Manually Migrating to GA4

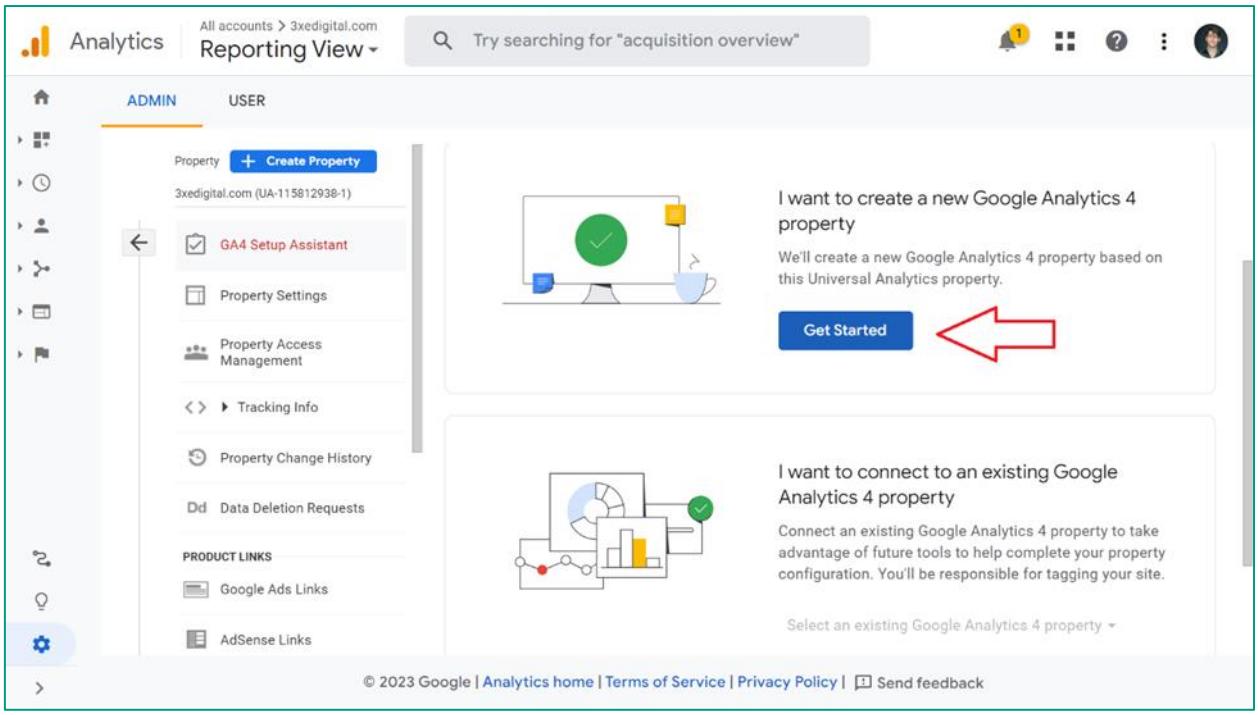
To create a GA4 to run alongside your Google Analytics until Google Analytics closes in July, there are two ways to do this and they both bring you to the same Setup Assistant

- Option 1: click on the Let's Go button in the notification banner at the top of the Google Analytics screen
- Option 2: click on the Admin area in the bottom left corner of Google Analytics and then choose the GA4 Set Up Assistant

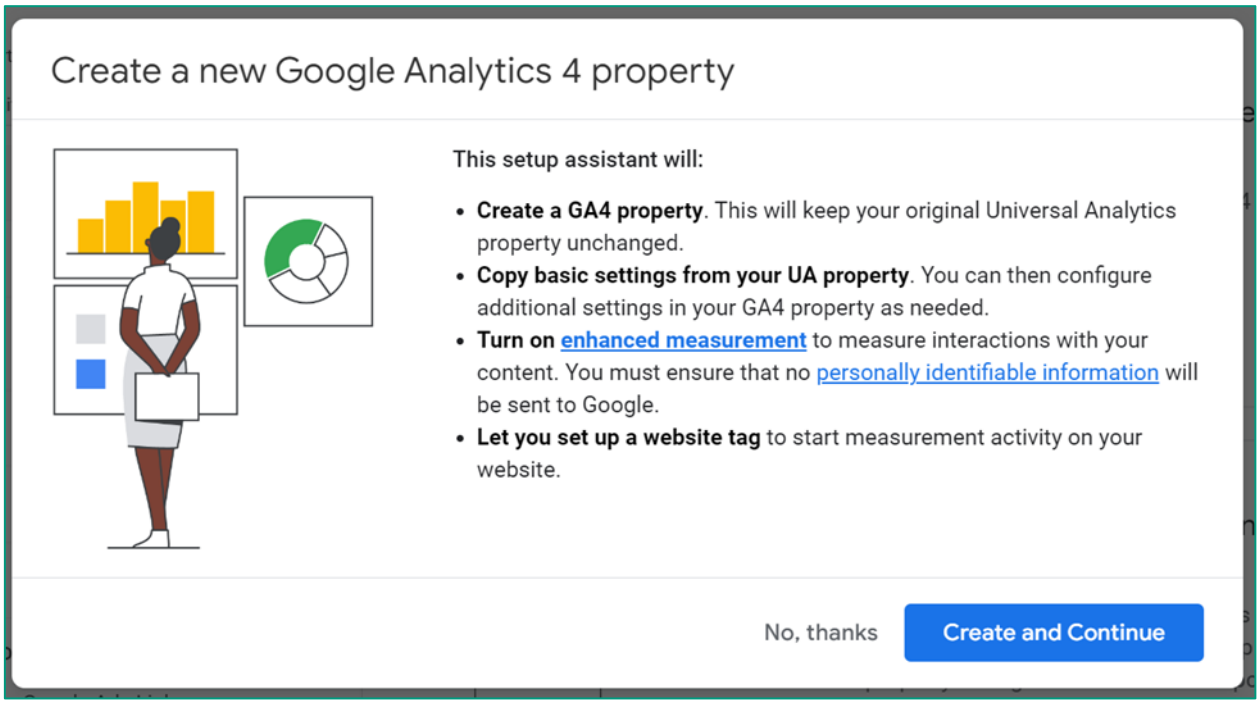


2. Using the GA4 Set Up Assistant

In the Set Up assistant we need to create a new GA4 for our website – choose Get Started

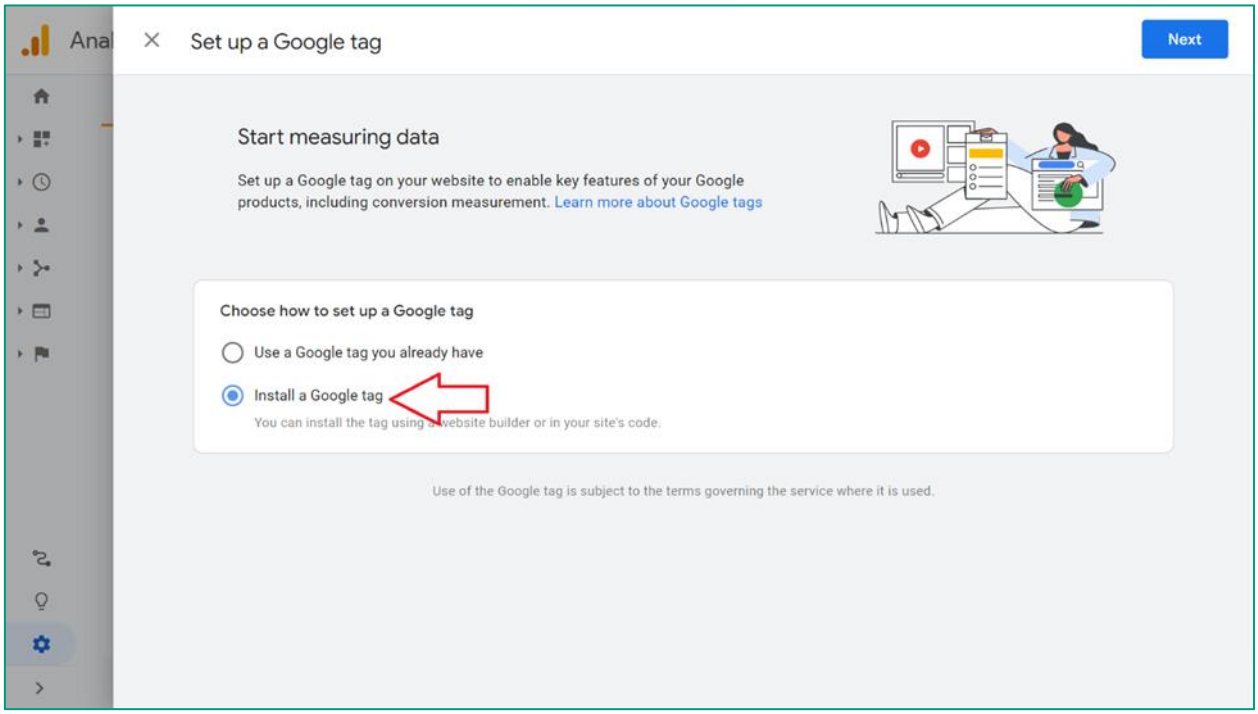


We are then given a breakdown of what happens next and choose “Create and Continue”



3. Choose how you want to Add GA4 to your website

In most cases you will have to choose “Install a Google Tag” rather than re-using a tag you already have as most websites don’t already have this tag

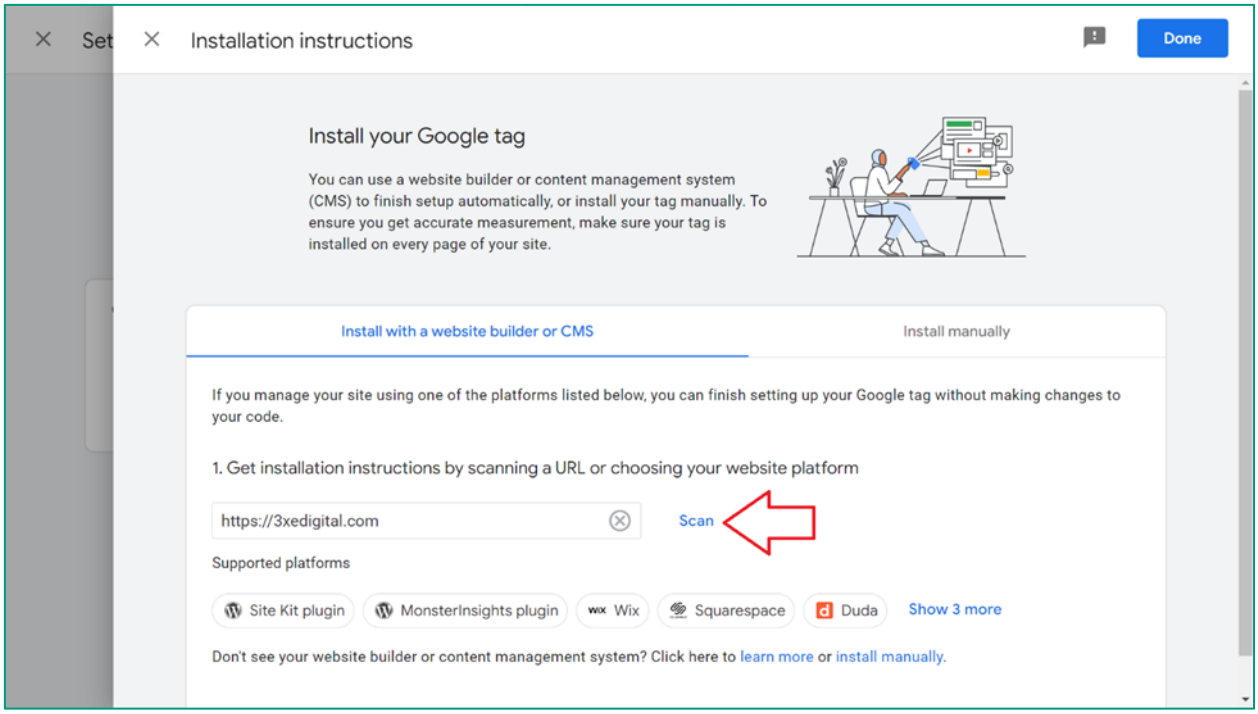


4. Install the Tag on Your Website

You can then scan your website to see what options there are available to you to install the new GA4 tag on your website – it might involve downloading a plugin for your website if it's on a website like WordPress or you might need to update your settings if your website is on Wix etc.

NOTE: Not all websites are available here, e.g. Shopify or Magento. So you will need to check with your own website provider on how to add GA4 to your website type.

Ecommerce: many websites are still transitioning to tracking ecommerce transactions for GA4. This will not happen automatically when you add your GA4 tag to your website type, e.g. Shopify, Wordpress/ Woocommerce etc. so you need to investigate with your own ecommerce website type how to track ecommerce data with GA4.



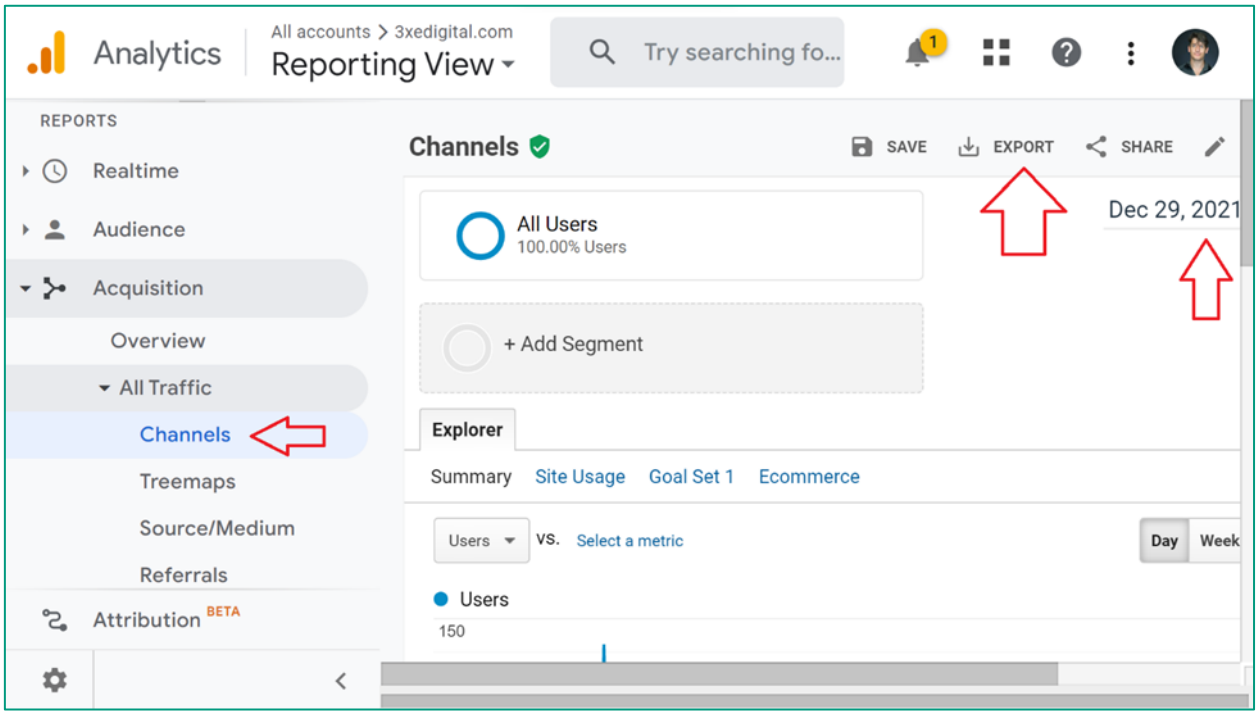
Part 2 - Saving old Google Analytics reports before it gets shut down

It's important to save your historical Google Analytics data into spreadsheets before it closes forever in July 2023.

It's very easy to save your historical data in spreadsheet reports

- Set your date range to the last few years in the top right corner
- Export the report as a CSV and save somewhere safe that you'll remember (ideally not your desktop)
- Repeat this export process for the following reports, found in the left hand menu of Google Analytics:

Acquisition -> All Traffic -> Channels (see example screenshot below)
Behaviour -> Site Content -> All Pages
Audience -> Mobile -> Overview
Audience -> Geo -> Location (then see counties by clicking on the top country, e.g. Ireland)
Acquisition -> Google Ads -> Campaigns (if Google Ads is linked to your Google Analytics)
Acquisition -> Search Console -> Queries (if Search Console is linked to your Google Analytics)



Part 3: Important GA4 Reports & Settings

In GA4 many of the reports we would have used in Google analytics are found in a different place. In the original Google Analytics we accessed them through the left hand menu. With GA4 we need to go to the Reports section then the different “Overview” sections then access them via the widgets on the screen.

These can be found in the reports menu on the left hand site then

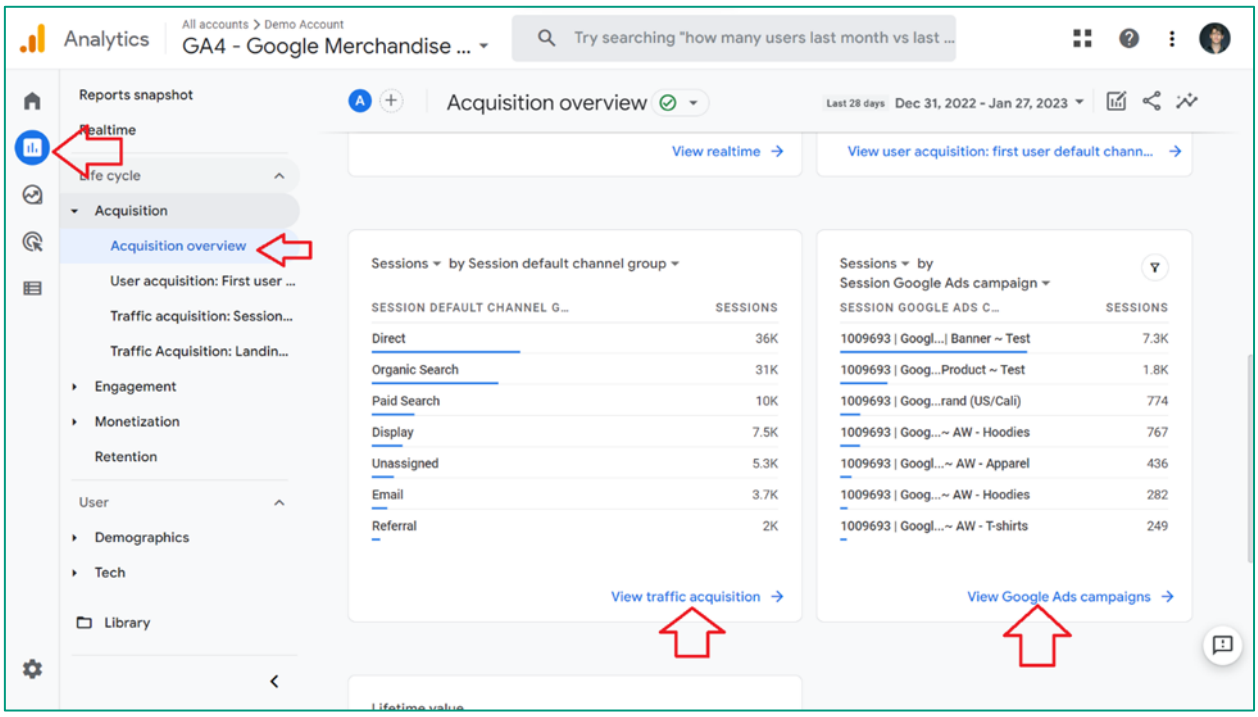
Lifecycle -> Acquisition -> Acquisition Overview

Lifecycle -> Engagement -> Engagement Overview

Lifecycle -> Monetisation -> Monetisation Overview

User -> Demographics -> Demographic Overview

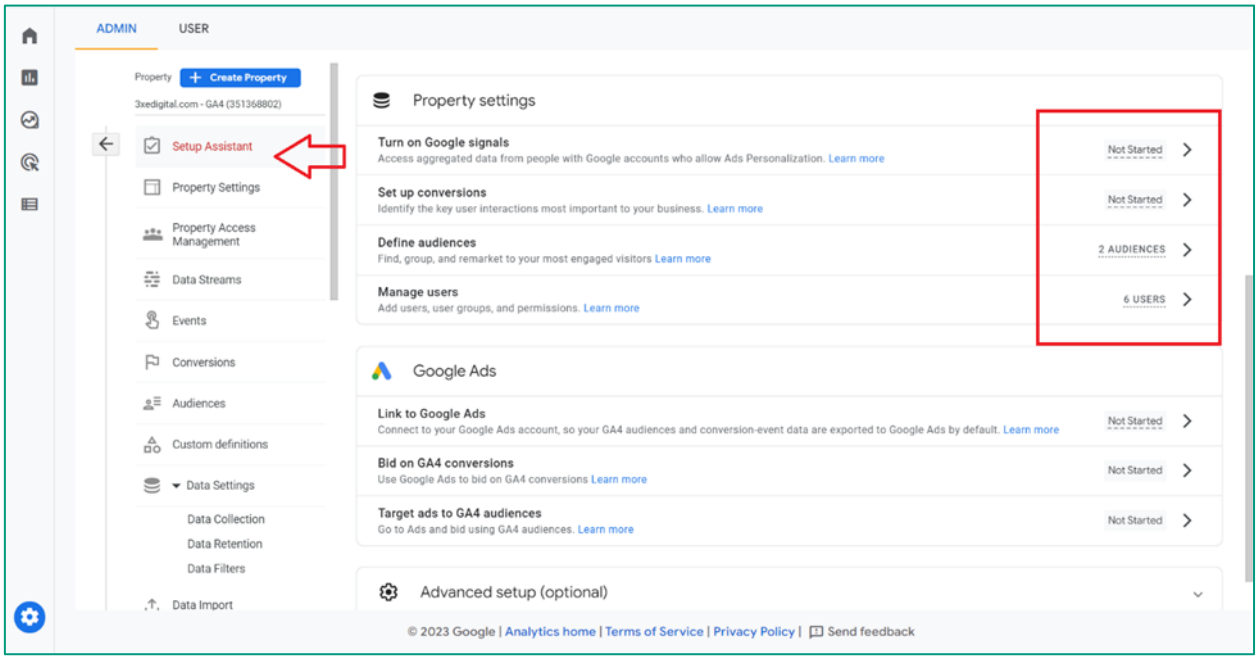
User -> Tech -> Tech Overview



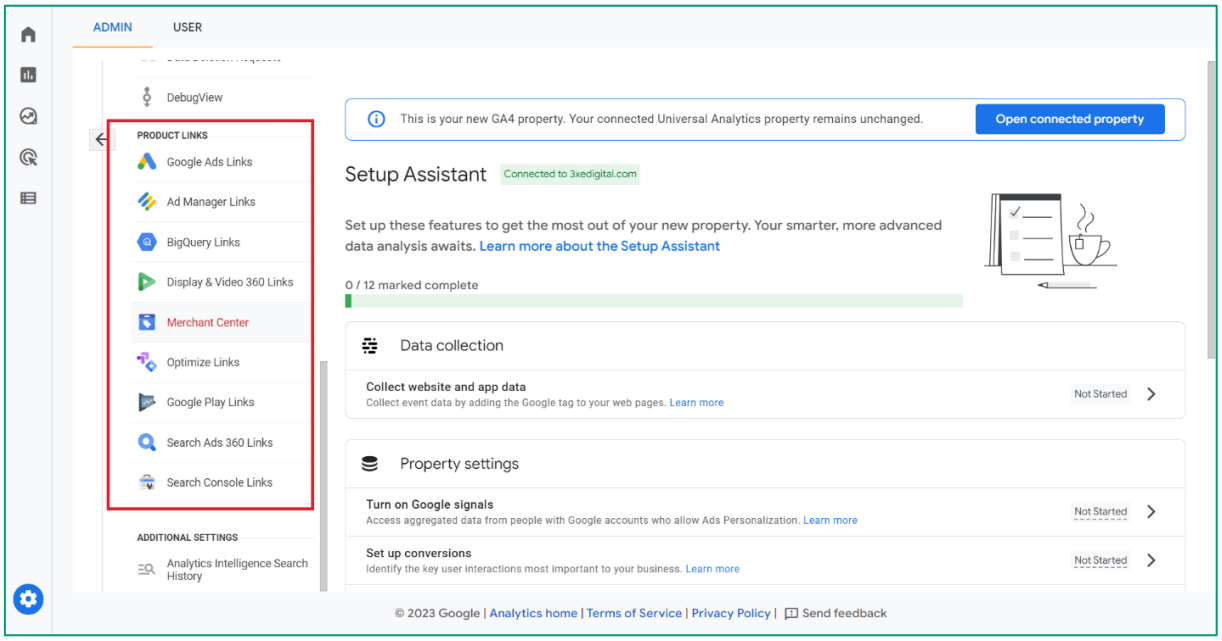
Fine tune your new GA4

Fine tune your new GA4 set up with some additional features. In your new GA4 go to the Admin Settings in the bottom left and choose Setup Assistant where you can go through a final checklist of items to add additional functionality to your new GA4

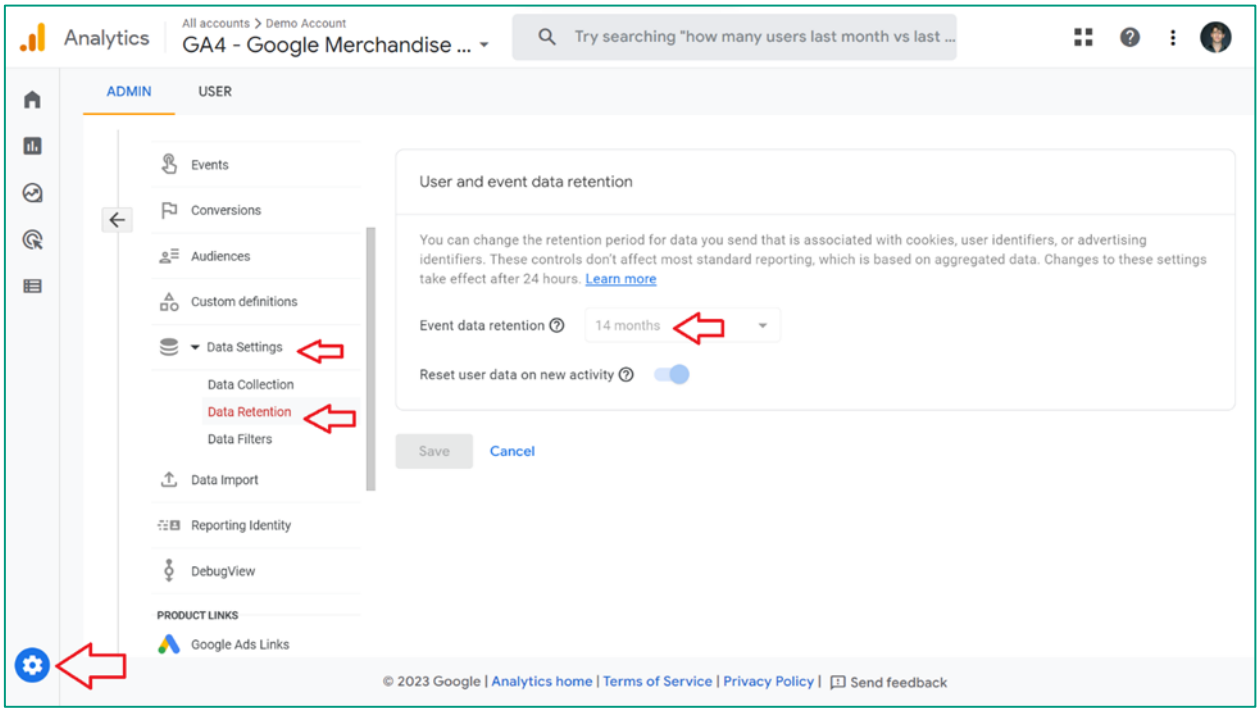
Simplify click in each of the options and activate them



You can link GA4 to other Google tools that you use in the Admin area too



It's also important to ensure you are collecting data for as long as you can so in your new GA4. To do this, go to settings in the bottom left corner and choose Data Settings-> Data retention and then set the limit to 14 months. This will ensure you keep tracking as your data for as long as you can


Analytics
All accounts > Demo Account
GA4 - Google Merchandise ...
Try searching "how many users last month vs last ...
ADMIN
USER
Events
Conversions
Audiences
Custom definitions
Data Settings
Data Collection
Data Retention
Data Filters
Data Import
Reporting Identity
DebugView
PRODUCT LINKS
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User and event data retention
You can change the retention period for data 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
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