

Migration to Google Analytics 4

May, 2023

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.

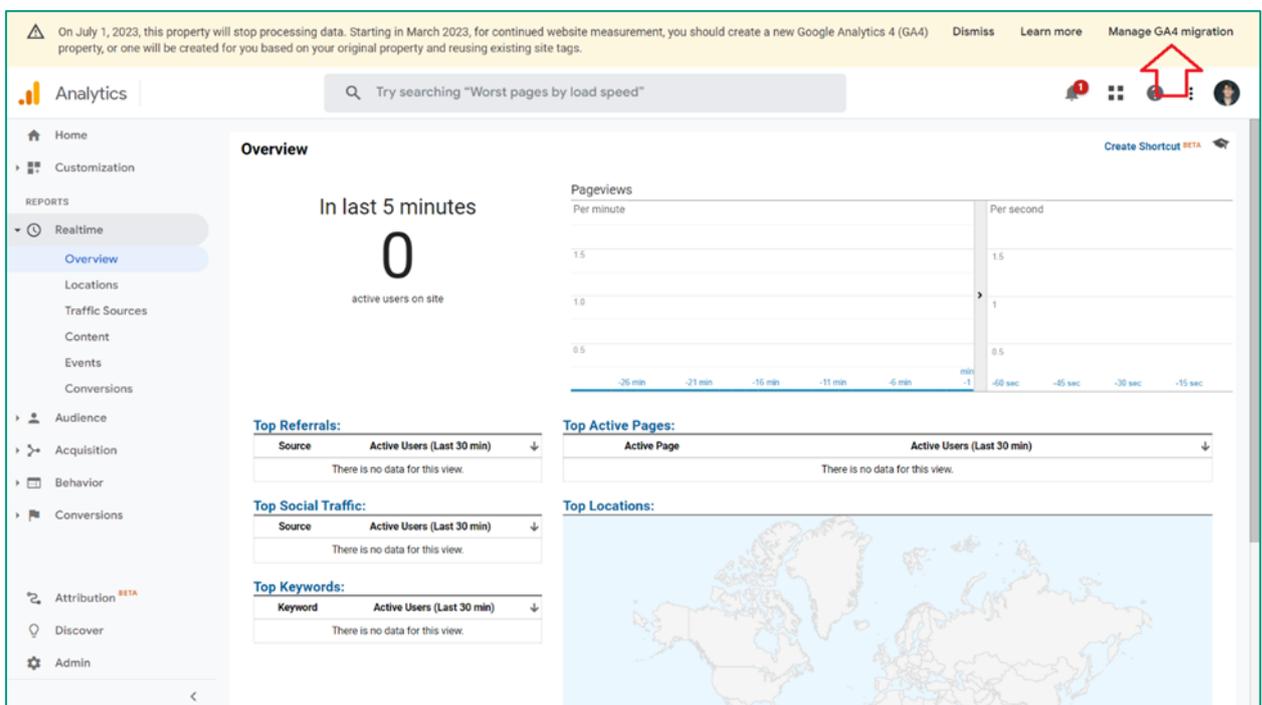
This guide is part of the Bord Bia Think Digital programme. This programme seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst equipping businesses with the resources and supports needed to deliver best in class digital activation. Find resources, webinars 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.

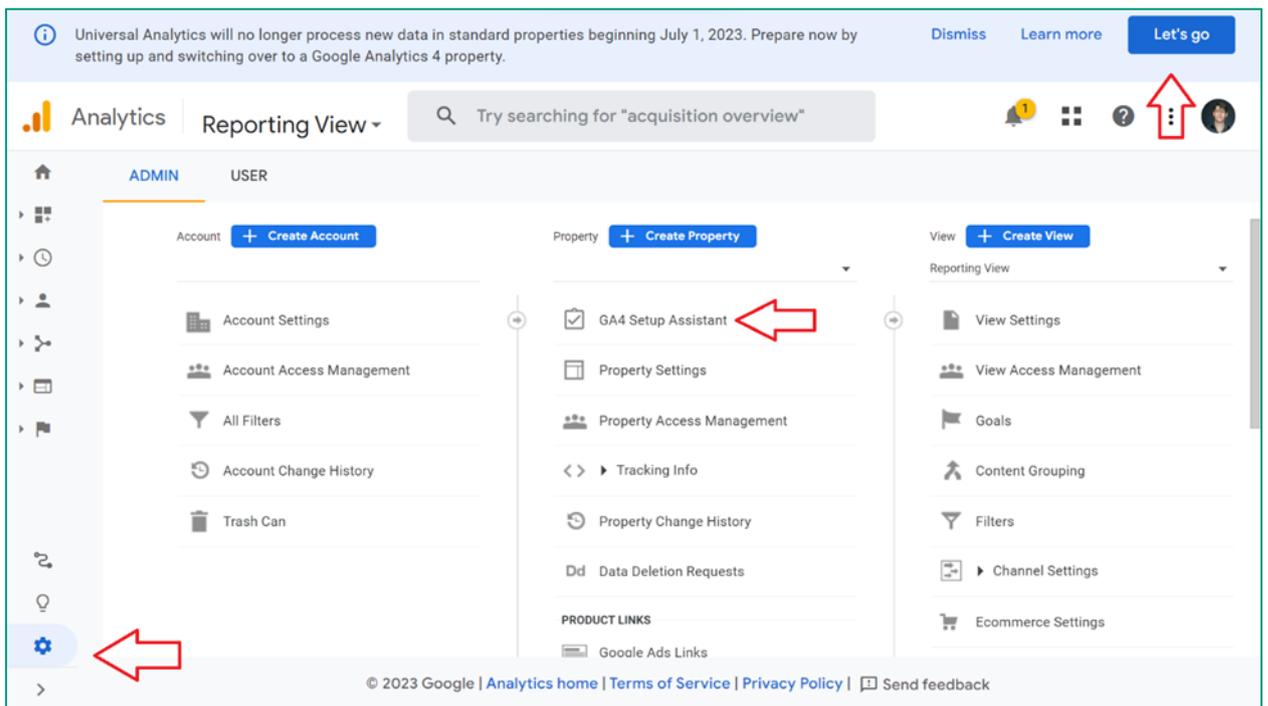


This short guide will show you how to manually Migrate to GA4 if you don't want to use the auto migrate. This guide will also show which reports to save from original Google Analytics as well as fine tuning your new GA4

1. Manually Migrating to GA4

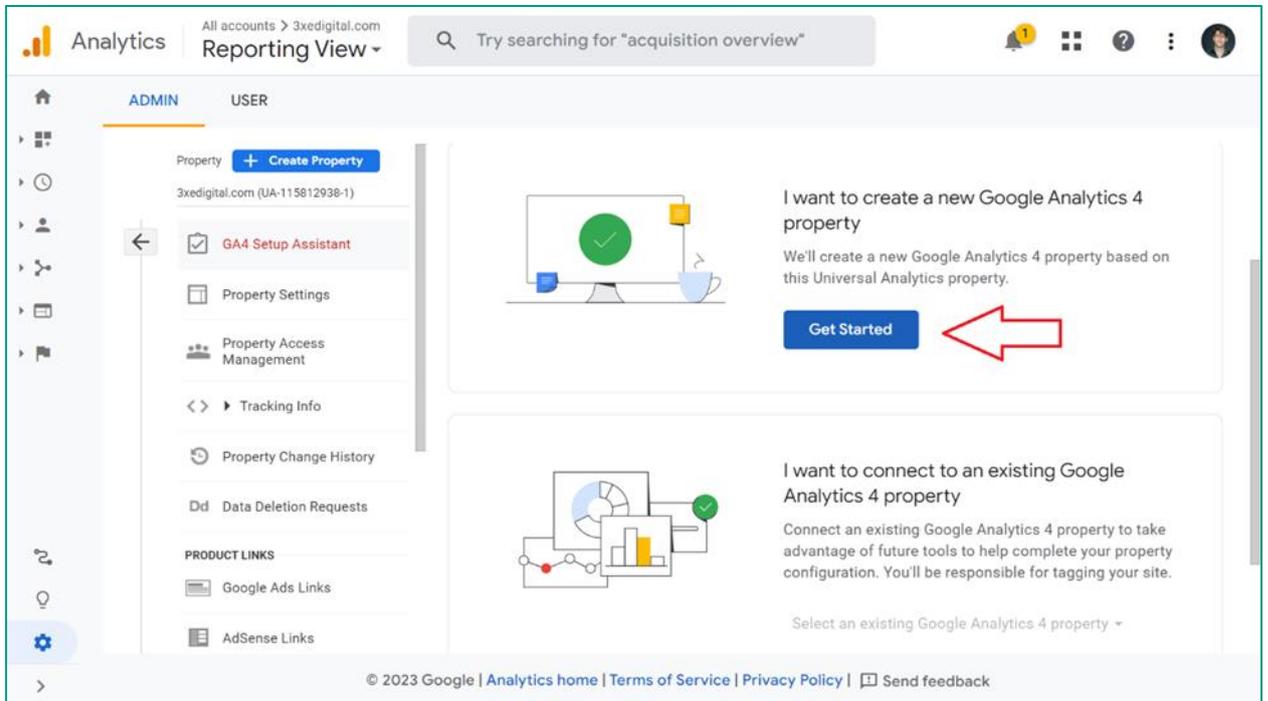
To create a GA4 to run alongside your Google Analytics until Google Analytics closes in July, there are two ways to do this and they both bring you to the same Setup Assistant

- 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



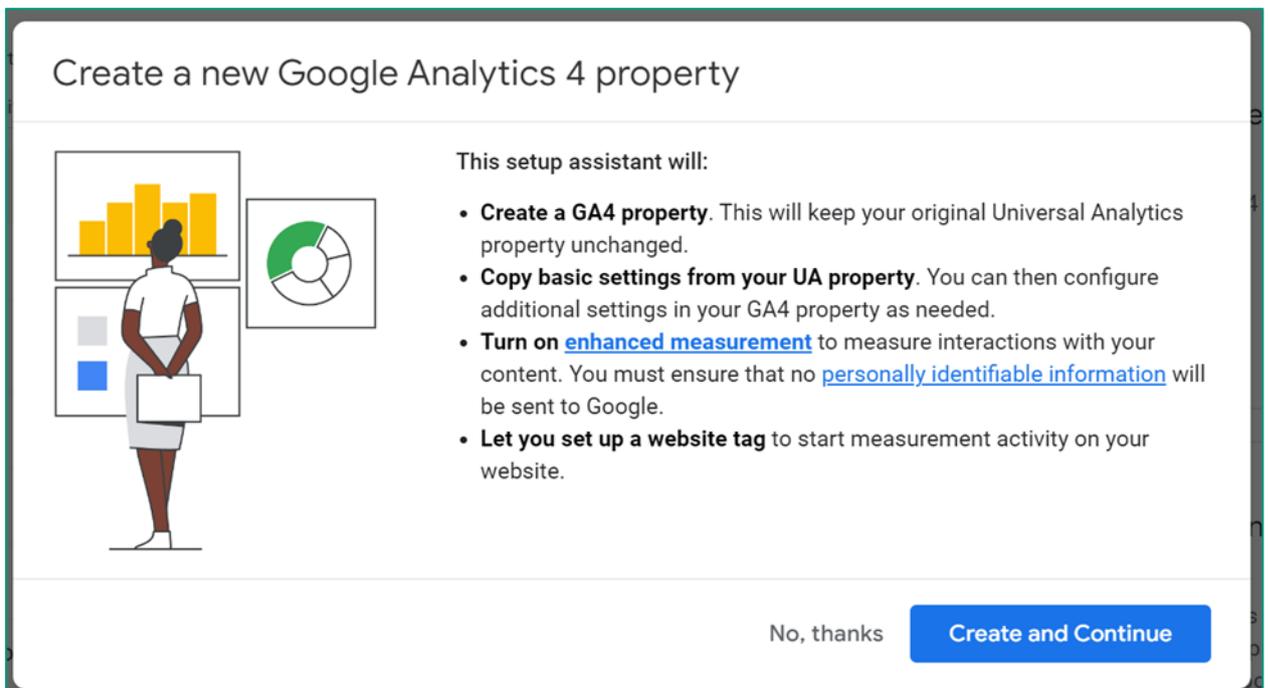
2. Using the GA4 Set Up Assistant

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



The screenshot shows the Google Analytics 4 Setup Assistant interface. The left sidebar is visible, showing the 'GA4 Setup Assistant' option selected. The main content area has two options: 'I want to create a new Google Analytics 4 property' and 'I want to connect to an existing Google Analytics 4 property'. A red arrow points to the 'Get Started' button under the first option.

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



Create a new Google Analytics 4 property

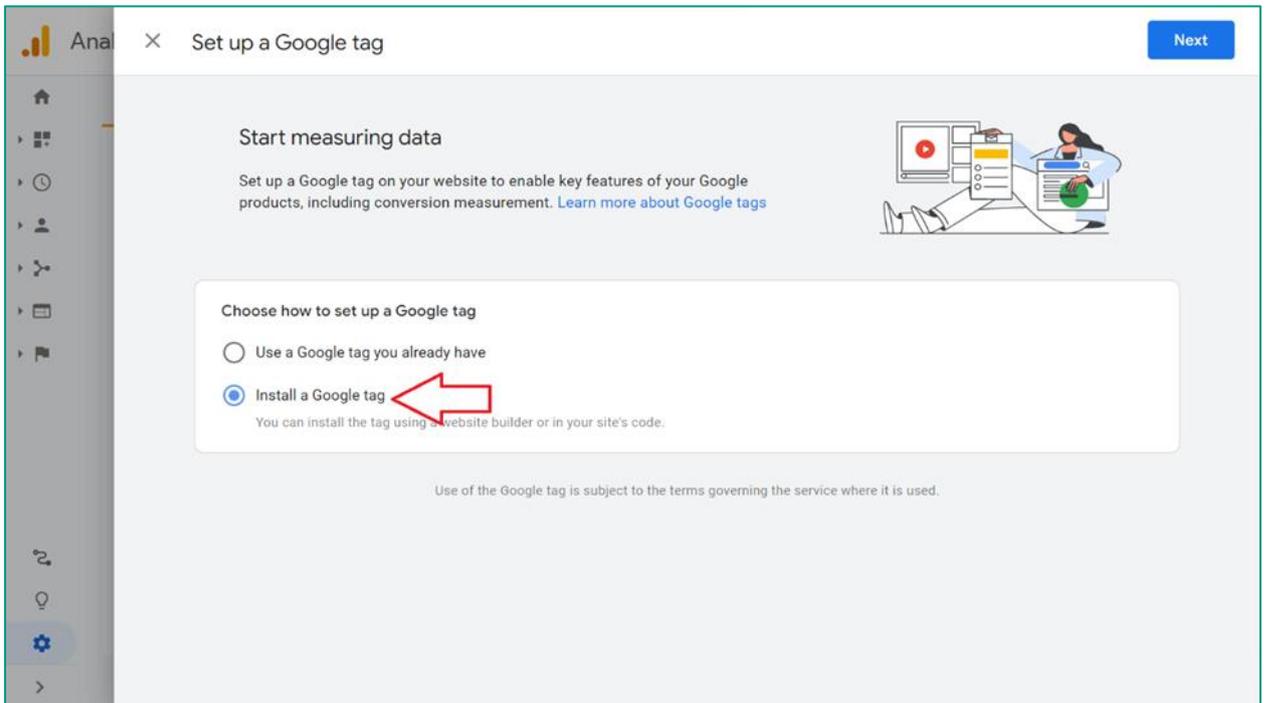
This setup assistant will:

- **Create a GA4 property.** This will keep your original Universal Analytics property unchanged.
- **Copy basic settings from your UA property.** You can then configure additional settings in your GA4 property as needed.
- **Turn on [enhanced measurement](#)** to measure interactions with your content. You must ensure that no [personally identifiable information](#) will be sent to Google.
- **Let you set up a website tag** to start measurement activity on your website.

No, thanks [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

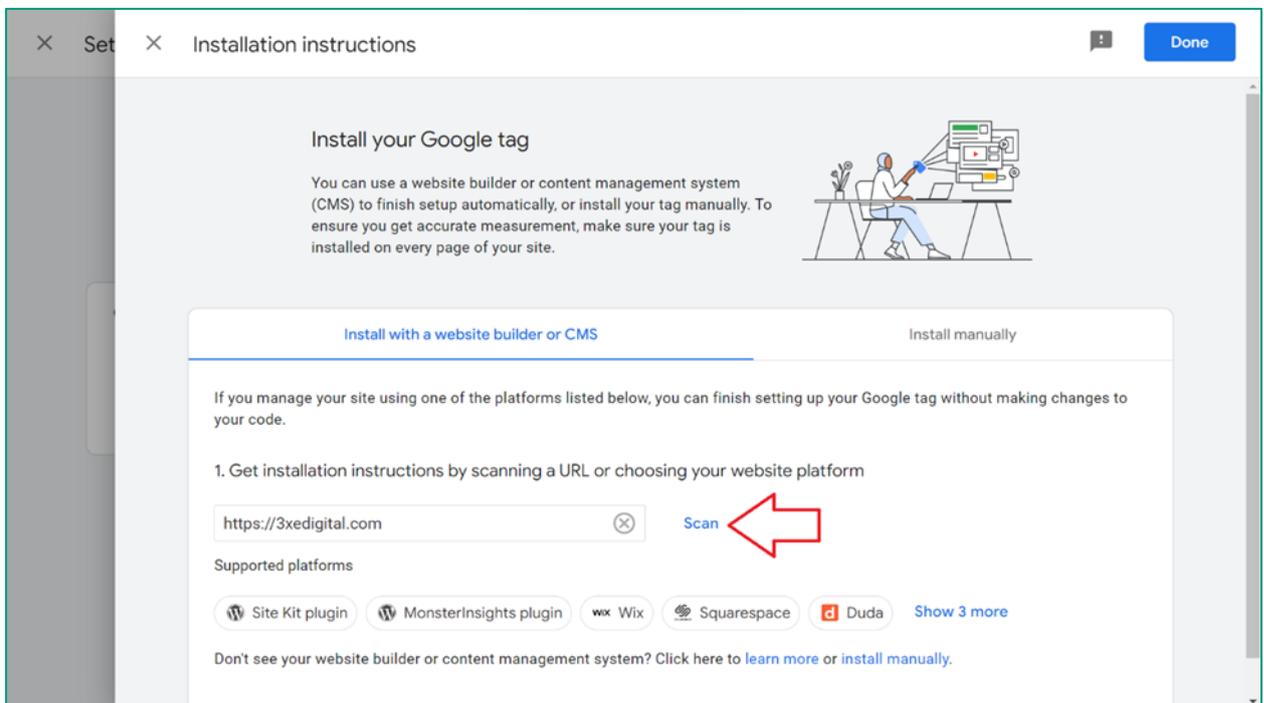


4. Install the Tag on Your Website

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.



Installation instructions

Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.

[Install with a website builder or CMS](#) [Install manually](#)

If you manage your site using one of the platforms listed below, you can finish setting up your Google tag without making changes to your code.

1. Get installation instructions by scanning a URL or choosing your website platform

[Scan](#)

Supported platforms

[Site Kit plugin](#) [MonsterInsights plugin](#) [Wix](#) [Squarespace](#) [Duda](#) [Show 3 more](#)

Don't see your website builder or content management system? Click here to [learn more](#) or [install manually](#).

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)

The screenshot displays the Google Analytics Reporting View interface. The top navigation bar includes the Analytics logo, account information (All accounts > 3xedigital.com), a search bar, and utility icons. The left sidebar lists various report categories: Realtime, Audience, Acquisition (with sub-items Overview, All Traffic, Channels, Treemaps, Source/Medium, Referrals), and Attribution BETA. The 'Channels' report is selected and highlighted. The main content area shows the 'Channels' report for 'All Users' (100.00% Users) with a date range of 'Dec 29, 2021'. The 'EXPORT' button is visible in the top right of the report area. Red arrows highlight the 'Channels' menu item, the 'EXPORT' button, and the date range selector.

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

The screenshot displays the GA4 'Acquisition overview' report. The left-hand navigation menu is expanded, showing the following structure:

- Realtime
- Life cycle
- Acquisition
 - Acquisition overview (highlighted with a red arrow)
 - User acquisition: First user ...
 - Traffic acquisition: Session...
 - Traffic Acquisition: Landin...
- Engagement
- Monetization
- Retention
- User
 - Demographics
 - Tech
- Library

The main content area shows two tables:

SESSION DEFAULT CHANNEL G...	SESSIONS
Direct	36K
Organic Search	31K
Paid Search	10K
Display	7.5K
Unassigned	5.3K
Email	3.7K
Referral	2K

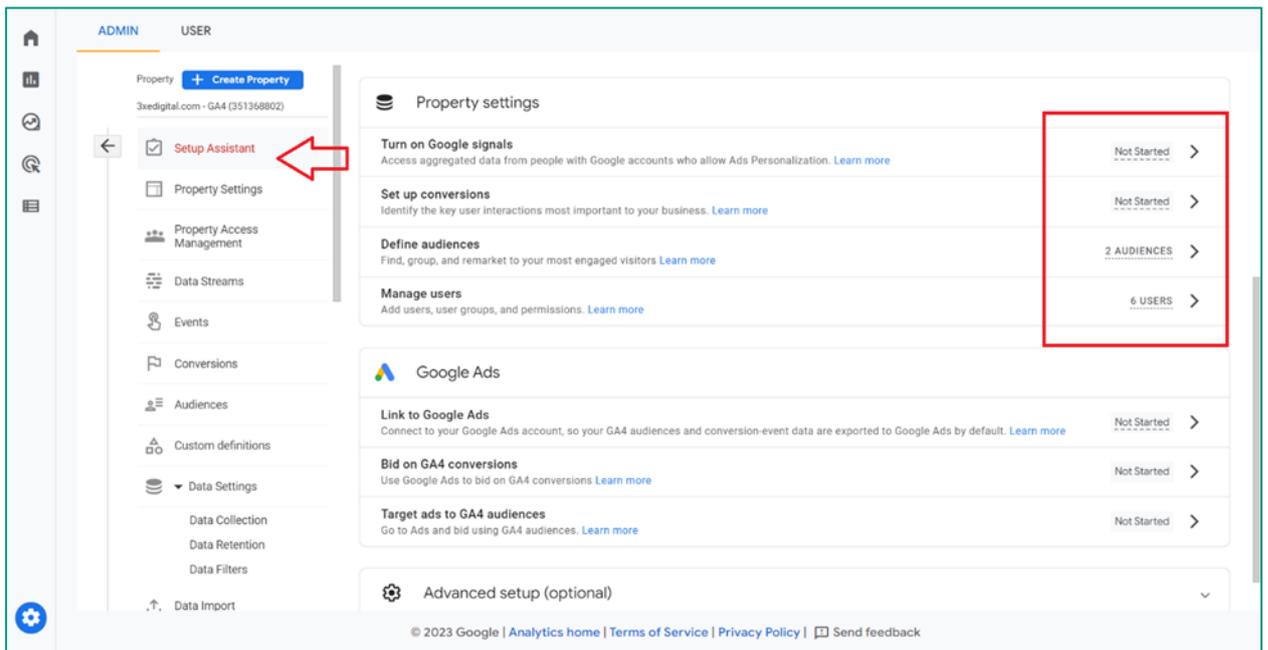
SESSION GOOGLE ADS C...	SESSIONS
1009693 Googl... Banner ~ Test	7.3K
1009693 Goog...Product ~ Test	1.8K
1009693 Goog...rand (US/Cali)	774
1009693 Goog...~ AW - Hoodies	767
1009693 Googl...~ AW - Apparel	436
1009693 Goog...~ AW - Hoodies	282
1009693 Googl...~ AW - T-shirts	249

Red arrows in the image point to the 'Acquisition overview' menu item, the 'View traffic acquisition' button, and the 'View Google Ads campaigns' button.

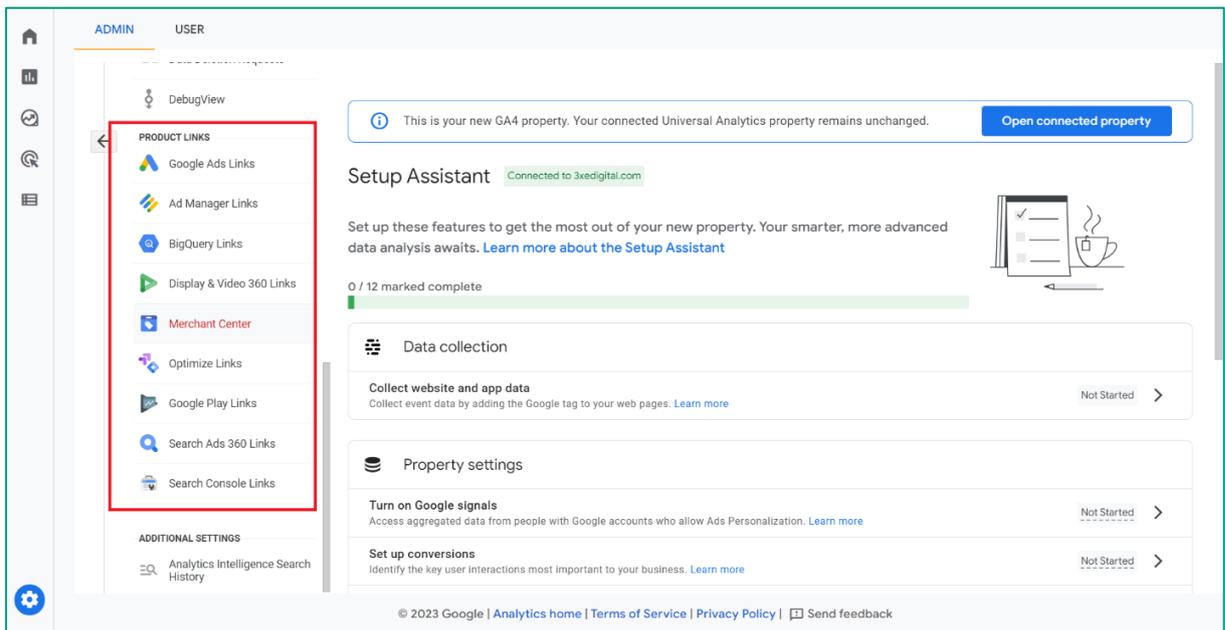
Fine tune your new GA4

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

The screenshot shows the Google Analytics Admin interface for a GA4 account named 'GA4 - Google Merchandise ...'. The 'ADMIN' tab is active, and the 'Data Settings' menu is expanded. The 'Data Retention' option is highlighted in red. A red arrow points to the settings gear icon in the bottom left corner. Another red arrow points to the 'Data Retention' option in the left-hand menu. A third red arrow points to the '14 months' dropdown menu in the 'Event data retention' field of the 'User and event data retention' dialog box. The dialog box also shows a 'Reset user data on new activity' toggle switch which is turned on. At the bottom of the dialog are 'Save' and 'Cancel' buttons. The footer of the page includes copyright information for 2023 Google and links to Analytics home, Terms of Service, Privacy Policy, and Send feedback.

