

A laptop is shown in the background, displaying the Google Analytics dashboard. The dashboard includes a line chart at the top, a pie chart below it, and a bar chart on the left. The Google Analytics logo is visible in the upper right corner of the screen. The laptop is positioned on a desk, and the background is a solid orange color.

ANALYTICS

ACCELERATOR

UNLEASH YOUR
MARKETING INSIGHTS



MIGRATION

Setup your new GA4 platform and conversions



TOUR

View overview and helpful insights



REPORTS

Track important metrics so you can measure success

WHAT'S NEW WITH GOOGLE ANALYTICS?

Adapting Analytics to Your Goals

- Looking at the full multi-device funnel
 - This means if you can connect your mobile, desktop, and app data all in one place.
- Optimizing your marketing with custom reports
 - See how customers are navigating your sales process and identify where you can make changes to increase sales.
- More flexibility
 - See more data in different views (bar charts, pie charts, heat maps, funnels and more).
- More scalability
 - This is an analytics system that will growth with you as your business expands.
- Predictive capabilities
 - Put AI to work for you! It will sift through your data and identifying important trends. It can also predict revenue, website site visitors, and more based on the current data.

MIGRATE TO GOOGLE ANALYTICS 4

1

Go to analytics.google.com

2

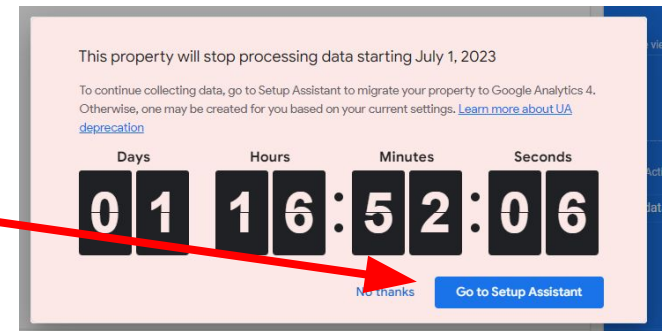
Go to setup assistant

3

Click Get Started

4

Complete the Setup Assistant



MIGRATING TO GA4

Configure GA4 using the Setup Assistant

Go through each of the steps to Confirm Data is flowing, turn on Google Signals, setup conversions and define audiences. Once done, click “Mark as Complete”.

Setup Assistant

Connected to kumu farms

Set up these features to get the most out of your property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

0 / 7 marked complete



Data collection

Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)

DATA FLOWING >

Property settings

Turn on Google signals

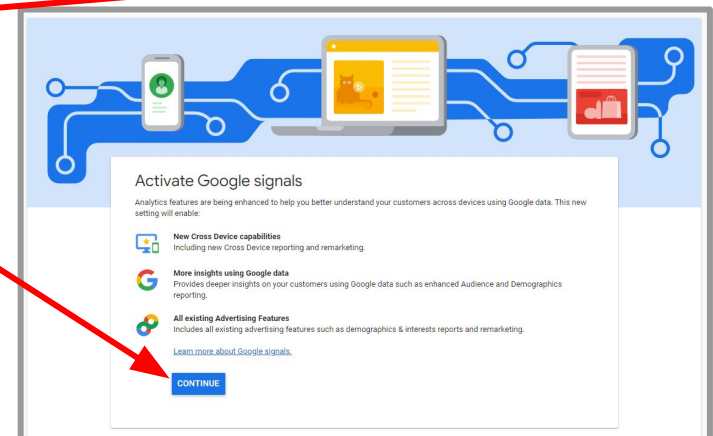
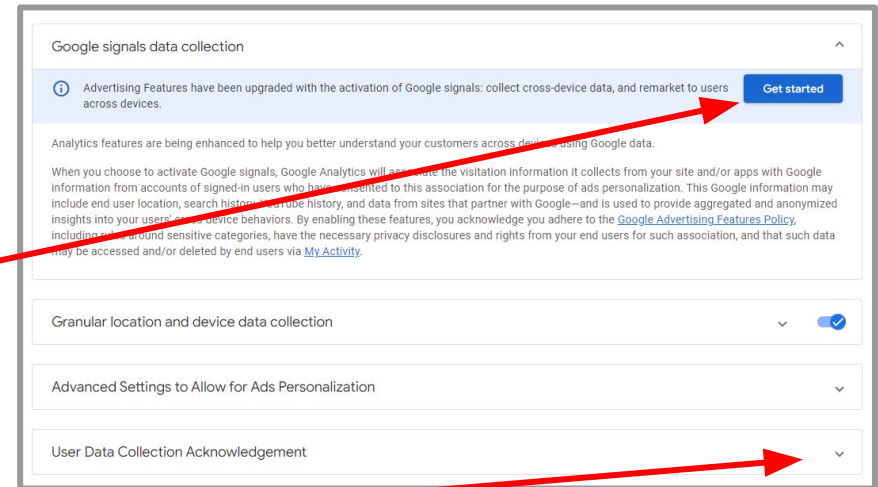
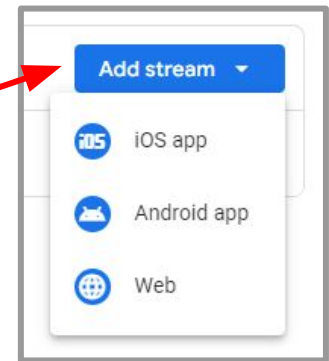
Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#)

Not Started >

MIGRATING TO GA4

Configure Data Streams and Signals

1. Click data flowing > Manage Data Streams
2. Add Data Streams
3. Click on the > to the right of “Turn on Google Signals”, then click “Manage Google Signals”
4. Click blue “Get Started”. Then
5. Activate Google Signals
6. Click on the v next to “User Data Collection Acknowledgement”
7. Click “I acknowledge”
8. Mark this step as complete on the Setup Assistant page

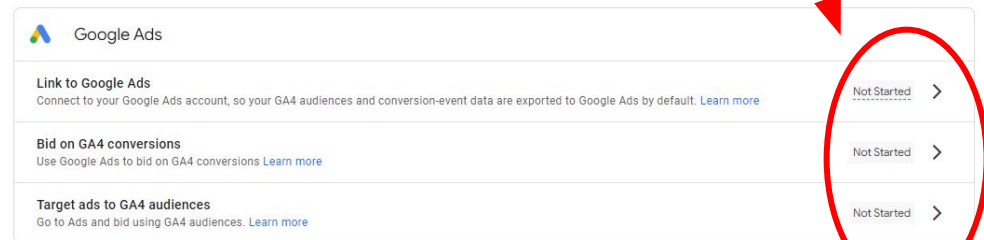


MIGRATING TO GA4

Set up Conversions and Define Audiences

1. Click on the > to the right of “Set up conversions”, click import from UA. Then click Mark as Complete *(we’ll do this later!)*
2. Click on the > to the right of “Define Audiences”, click import from UA. Then click Mark as Complete.
3. Click on the > to the right of “Link to Google Ads”, add your Google Ads account if you have one, then mark as complete.
4. Mark the next two items as complete.
5. Add/edit users in Advanced settings if need.

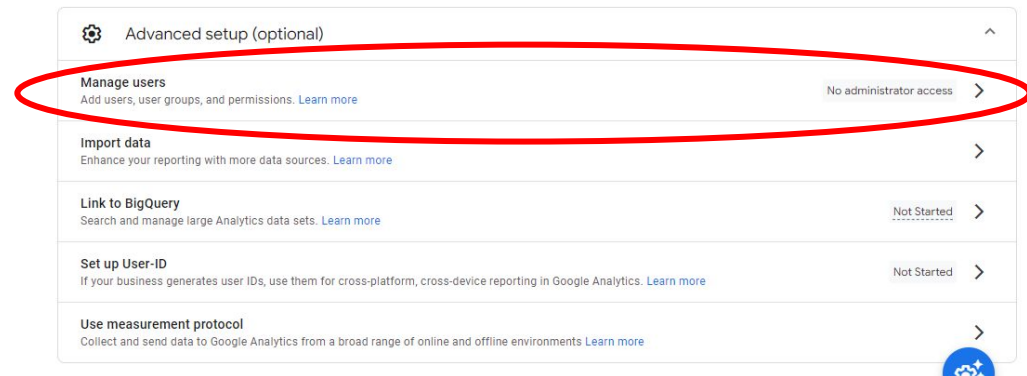
Mark as complete



Google Ads

- Link to Google Ads**
Connect to your Google Ads account, so your GA4 audiences and conversion-event data are exported to Google Ads by default. [Learn more](#) Not Started >
- Bid on GA4 conversions**
Use Google Ads to bid on GA4 conversions [Learn more](#) Not Started >
- Target ads to GA4 audiences**
Go to Ads and bid using GA4 audiences. [Learn more](#) Not Started >

A red circle highlights the 'Not Started >' buttons for the first three items, with a red arrow pointing to the text 'Mark as complete' above it.



Advanced setup (optional)

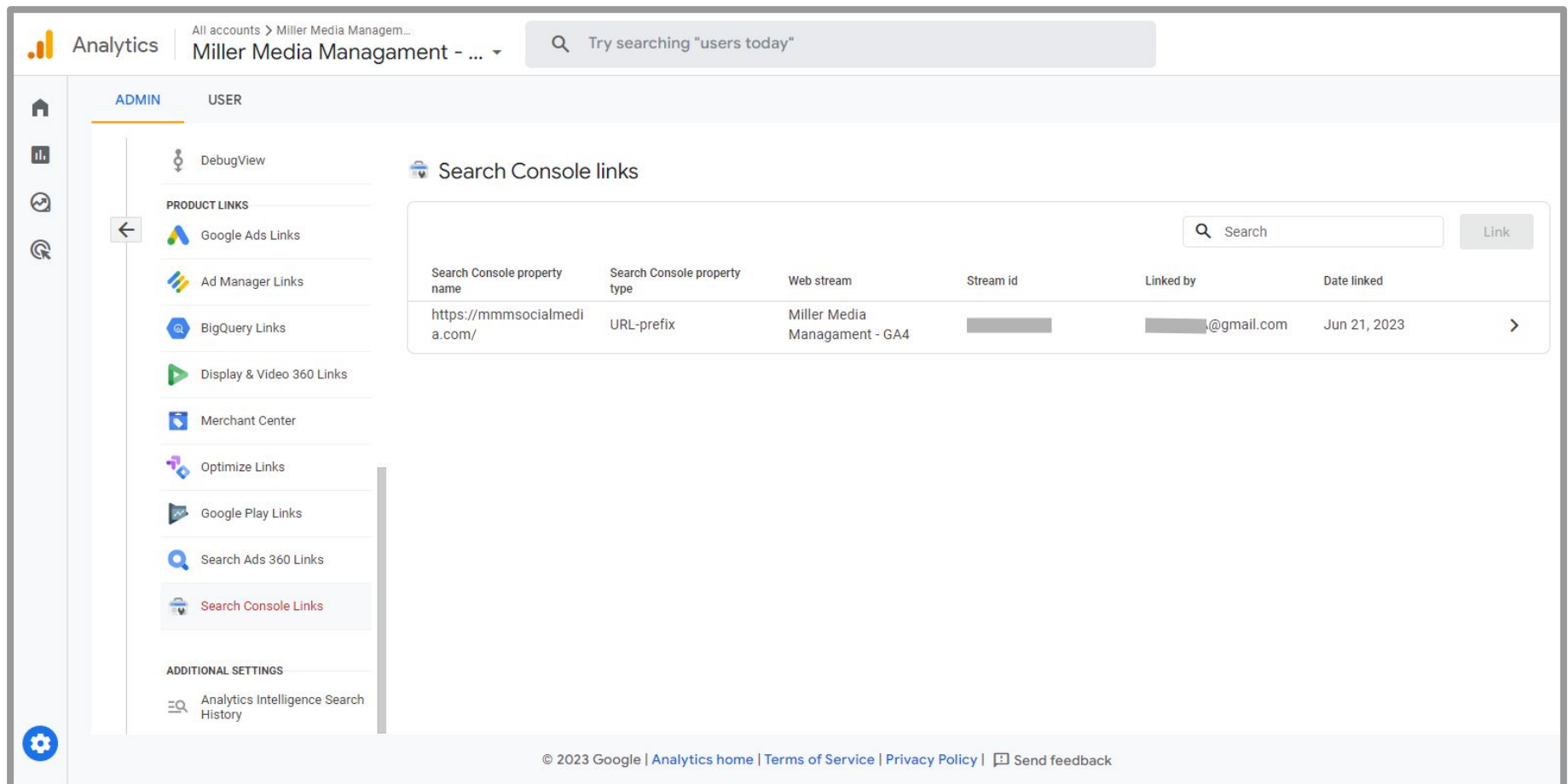
- Manage users**
Add users, user groups, and permissions. [Learn more](#) No administrator access >
- Import data**
Enhance your reporting with more data sources. [Learn more](#) >
- Link to BigQuery**
Search and manage large Analytics data sets. [Learn more](#) Not Started >
- Set up User-ID**
If your business generates user IDs, use them for cross-platform, cross-device reporting in Google Analytics. [Learn more](#) Not Started >
- Use measurement protocol**
Collect and send data to Google Analytics from a broad range of online and offline environments [Learn more](#) >

A red circle highlights the 'Manage users' row.

LINK TO SEARCH CONSOLE

Get your GA4 Property Connected to Search Data

Scroll down to the bottom of the admin property view menu and find Search Console Links. Link your GA4 to the search console to import data about search ranking.



The screenshot displays the Google Analytics Admin interface. At the top, the 'Analytics' logo is on the left, followed by the account name 'Miller Media Management - ...' and a search bar containing 'Try searching "users today"'. Below this, the 'ADMIN' tab is selected, and the left-hand navigation menu is visible. Under the 'PRODUCT LINKS' section, 'Search Console Links' is highlighted. The main content area shows the 'Search Console links' table with one entry.

Search Console property name	Search Console property type	Web stream	Stream id	Linked by	Date linked	
https://mmsocialmedia.com/	URL-prefix	Miller Media Management - GA4	[REDACTED]	[REDACTED]@gmail.com	Jun 21, 2023	>

At the bottom of the page, the footer contains the text: © 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

EVENTS + CONVERSION

Tell GA4 about Micro and Macro Conversions

Scroll down to the bottom of the admin property view menu and find Search Console Links. Link your GA4 to the search console to import data about search ranking.

The screenshot displays the 'Create events' interface in Google Analytics 4. The left sidebar shows the 'Events' menu item highlighted. The main content area shows a table of custom events with their names and matching conditions.

Custom event name	Matching conditions
mastermind_views	<ul style="list-style-type: none">event_name equals page_viewpage_path equals /womens-maui-mastermind-group/ (case-insensitive)
contact_us	<ul style="list-style-type: none">event_name equals page_viewpage_path equals /contact-us/ (case-insensitive)
view_workshops	<ul style="list-style-type: none">event_name equals page_viewpage_path starts with /workshop (case-insensitive)
contact_us	<ul style="list-style-type: none">event_name equals page_viewpage_path starts with /contact-us (case-insensitive)
view_appointment_page	<ul style="list-style-type: none">event_name equals page_viewpage_path starts with /schedule (case-insensitive)

DIMENSIONS, METRICS + VALUES

Understanding terminology for analyzing data

Dimensions are the attributes that can be used to describe and segment, organize, and sort data. Examples of dimensions include:

- Medium
- Browser
- Country
- Language
- Campaign
- Device Category

Primary and secondary dimensions

Example: Source/Medium, Device/Browser

SESSION CONVERSION RATE
vs
USER CONVERSION RATE

Each user may visit the site multiple times in the customer journey before completing a purchase.

Therefore, the user conversion rate is generally higher than the session conversion rate.

TOUR - HOME & INSIGHTS

View home panel and helpful insights

Learn how to access insights and answer FAQs about your website using the advanced metrics in GA4.

The screenshot displays the GA4 interface for the account 'Miller Media Management'. The top navigation bar includes the Analytics logo, account name, and a search bar. The left sidebar contains navigation options: Home (selected), Reports, Explore, and Advertising. The main content area is divided into two primary sections: 'Home' and 'Insights'.

Home Panel:

- Key Metrics:**
 - New users: 315 (↑ 377.3%)
 - Event count: 1.7K (↑ 495.2%)
 - Average engagement time: 0m 37s (↑ 39.3%)
- Line Chart:** Shows user activity over time from May 28 to June 18. The y-axis ranges from 0 to 80. A legend indicates 'Preceding period'.
- USERS IN LAST 30 MINUTES:** 1
- USERS PER MINUTE:** A bar chart showing activity in the last 30 minutes.
- COUNTRY:** United States (1 user)
- USERS:** 1


Insights Panel (Right Side):

- Ask Analytics Intelligence:** Select a question below or type it directly in the search bar.
- Basic Performance** (dropdown)
- Demographics** (dropdown)
- User Acquisition** (dropdown)
- Traffic Analysis** (dropdown)
- Technology** (dropdown)
- Ecommerce** (dropdown)

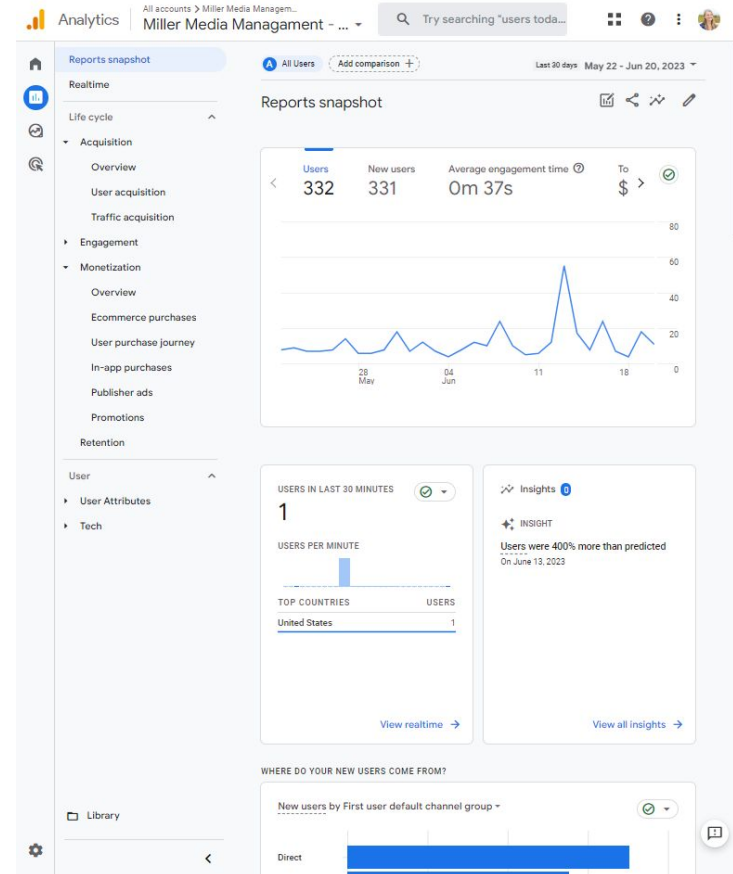
At the bottom of the interface, there are several quick links: Console Links, Pages and screens (today), Event name: course_views (today), and Conversions (today). An 'Admin' button is located in the bottom left corner.

TOUR - Report Snapshots

Answer FAQs about your website performance using standard reports

Understand dimensions and filters so you can get the data you need. Watch for the  warning of thresholding. Answer core questions like:

- Where do your new users come from?
- What are your top campaigns?
- How are active users trending?
- How well do you retain your users?
- Which pages and screens get the most views?
- What are your top events?
- What are your top conversions?
- What are your top selling products?



CUSTOM REPORTS

Steps for Creating Custom Reports

Start at Explore (left hand main menu)

1. Choose a Blank Template
2. Add Variables:
 - a. Segments
 - b. Dimensions
 - c. Metrics
3. Assign Tab Settings
4. Retention

DIMENSIONS:

Session
Source/Medium
Device
Browser

METRICS:

Transactions
Revenue
Average Purchase
Bounce Rate
Time on Site

SOCIAL MEDIA REPORTS

How does social media traffic compare to other traffic sources?

Start at Explore in the left hand menu

1. Choose a Blank Template
2. Add Variables:
 - a. Segments *(optional)*
 - b. Dimensions - Session Source/Medium
 - c. Metrics - Sessions, Time on site, bounce, conversions, pages per session, etc.
3. Assign Tab Settings by dragging and dropping the dimensions into Rows and the Metrics into Values
4. Done! To return to this custom report at any time click on Explore in the left hand main menu.

DIMENSIONS:

Session
Source/Medium
Device
Browser

METRICS:

Transactions
Revenue
Average Purchase
Bounce Rate
Time on Site

ECOMMERCE REPORTS

What is the customer journey like on my website?

Start at Explore in the left hand menu

1. Choose a Funnel Template
2. Add Variables:
 - a. Segments *(optional)*
 - b. Dimensions - Session Source/Medium
 - c. Metrics - Sessions, Time on site, bounce, conversions, pages per session, etc.
3. Assign Tab Settings by dragging and dropping the dimensions into Rows and the Metrics into Values
4. Retention

DIMENSIONS:

Session
Source/Medium
Device
Browser

METRICS:

Transactions
Revenue
Average Purchase
Bounce Rate
Time on Site

GOOGLE ANALYTICS 4



Migration



Integration



Conversions



Standard Reports



Custom Reports