Introduction

Why is this a 200 – 300 level presentation?

Today's presentation is making some assumptions. 1. You already have installed GA4 and have tried navigating it to understand your visitor data and their engagement with your site. 2. You are frustrated that things don't look the same and the reports and metrics you are used to looking at seem to be missing. 3. You're ready to take the next step and turn your confusion into clarity; utilizing the power of GA4 to help you make more informed decisions on your data.

What Will We Cover Today?

1. Dive Into Dimensions And Metrics – What's New, Different Or The Same As UA
2. How To Clean Up Your Data To Insure That It's As Useful As Possible & Understand What You're Looking For Answers To
3. Customizing Your Reports Dashboard
4. Specific Uses For Event and Conversion Tracking
5. Understand The Power Of The Explore Reports & How To Create Them

1. Dive Into Dimensions & Metrics

All reporting in GA4 utilizes Dimensions and Metrics as the report data that compiles any given report; out of the box dashboard reporting or custom reporting. There are literally hundreds of options to select from for both dimensions and metrics, so it's important to understand what they are at their core.

1. Dive Into Dimensions & Metrics
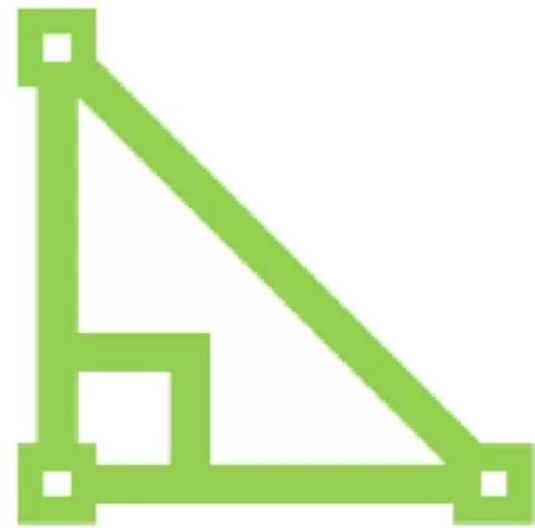
Dimensions (Descriptions)

Hostname
Page title
Page path
Link URL
Country
City
Campaign
Source
Medium

Metrics (Numbers)

Active users
New users
Total users
Views
Sessions
Engaged sessions
Engagement rate
User engagement
Event count

New Metric: Event Count

Everything in GA4 is an event. In reports, under Engagement – Events, you will see Event Name as the Dimension and Event Count as a Metric. Events measure a specific interaction or occurrence on your website or app. For example, you can use an event to measure when someone loads a page, clicks a link, submits a form or makes a reservation.

This replaces UA - Total Events Under Behavior Reports

New Metric: Event Count

Engagement
- Overview
- **Events**
- Pages and screens
- Landing page

Monetization

Retention

Search Console
- Search Console

User
- User Attributes
- Tech

Library

	Event name	+	↓ Event count	Total users	Event count per user	Total revenue
			25,252 100% of total	**4,034** 100% of total	**6.35** Avg 0%	**$0.00**
1	page_view		8,543	4,025	2.15	$0.00
2	user_engagement		5,297	2,048	2.61	$0.00
3	session_start		4,934	4,008	1.25	$0.00
4	first_visit		3,877	3,865	1.00	$0.00
5	scroll		1,130	789	1.44	$0.00
6	click		784	440	1.78	$0.00
7	video_progress		341	49	6.96	$0.00
8	video_start		112	52	2.15	$0.00
9	Click		57	45	1.27	$0.00
10	video_complete		55	27	2.04	$0.00

Search...

Rows per page: 10   Go to: 1   1-10 of 14

New Metric – Engaged Sessions

Found in Acquisition reporting.

An "engaged session" is a session that:

- Lasts longer than 10 seconds, or

  - Has a conversion event, or

    - Has at least 2 pageviews

This replaces UA Avg. Session Duration and Pages/Session under Acquisition Reports

New Metric – Engaged Sessions

Session source / medium ▾ +	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
	516 100% of total	**641** 100% of total	**209** 100% of total	**4s** Avg 0%	**0.41** Avg 0%	**3.52** Avg 0%	**32.61%** Avg 0%	**2,255** 100% of total
1 facebook / cpc	335	451	138	1s	0.41	3.20	30.6%	1,441
2 google / cpc	134	138	60	14s	0.45	4.54	43.48%	627
3 retargeting / cpm	17	18	1	0s	0.06	3.00	5.56%	54
4 (direct) / (none)	13	18	3	3s	0.23	3.83	16.67%	69
5 m.facebook.com / referral	6	6	2	1s	0.33	3.33	33.33%	20
6 facebook.com / referral	5	5	4	5s	0.80	3.80	80%	19
7 google / organic	3	3	1	30s	0.33	4.67	33.33%	14
8 l.facebook.com / referral	3	3	0	0s	0.00	3.00	0%	9
9 tagassistant.google.com / referral	0	1	0	0s	0.00	2.00	0%	2

New Metric – Engagement Rate

Found in Acquisition reporting, Engagement rate is the percentage of sessions that were **engaged sessions**.

This replaces UA – Bounce rate. Bounce rate is the inverse of Engagement rate. It was the percentage of sessions that were not engaged sessions.

New Metric – Engagement Rate

Session source / medium	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
	516 100% of total	**641** 100% of total	**209** 100% of total	**4s** Avg 0%	**0.41** Avg 0%	**3.52** Avg 0%	**32.61%**	**2,255** 100% of total
1 facebook / cpc	335	451	138	1s	0.41	3.20	30.6%	1,441
2 google / cpc	134	138	60	14s	0.45	4.54	43.48%	627
3 retargeting / cpm	17	18	1	0s	0.06	3.00	5.56%	54
4 (direct) / (none)	13	18	3	3s	0.23	3.83	16.67%	69
5 m.facebook.com / referral	6	6	2	1s	0.33	3.33	33.33%	20
6 facebook.com / referral	5	5	4	5s	0.80	3.80	80%	19
7 google / organic	3	3	1	30s	0.33	4.67	33.33%	14
8 l.facebook.com / referral	3	3	0	0s	0.00	3.00	0%	9
9 tagassistant.google.com / referral	0	1	0	0s	0.00	2.00	0%	2

New Metric – Average Engagement Time

Found in Acquisition reporting, Average Engagement Time is the amount of time someone spends with your web page in focus, which allows you to measure when users actively use your site.

This replaces UA – Average Time on Page.

New Metric – Average Engagement Time

First user source / medium	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▼
	3,877 100% of total	**2,340** 100% of total	**46.59%** Avg 0%	**0.59** Avg 0%	**0m 45s**	**25,252** 100% of total
1 google / cpc	1,784	865	41.37%	0.48	0m 28s	8,777
2 (direct) / (none)	1,033	451	33.16%	0.41	0m 34s	6,541
3 google / organic	952	918	68.51%	0.93	1m 21s	8,854
4 bing / organic	38	46	69.7%	1.15	2m 35s	482
5 yahoo / organic	14	15	83.33%	1.07	2m 13s	172
6 duckduckgo / organic	10	12	75%	1.20	2m 49s	117
7 l.facebook.com / referral	5	5	83.33%	1.00	1m 39s	59
8 m.facebook.com / referral	5	3	60%	0.60	0m 05s	24
9 baidu / organic	4	0	0%	0.00	0m 00s	12
10 houzz.com / referral	4	4	66.67%	1.00	1m 41s	41

Same: Link Coding

UTM parameters are still used in GA4 and will appear as we are used to under Acquisition Reporting

2. How To Clean Up Your Data

You will never have 100% accurate data.

- Privacy regulations
- Browser privacy settings
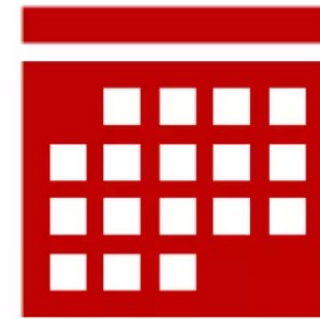- AdBlockers
- Thresholding applied
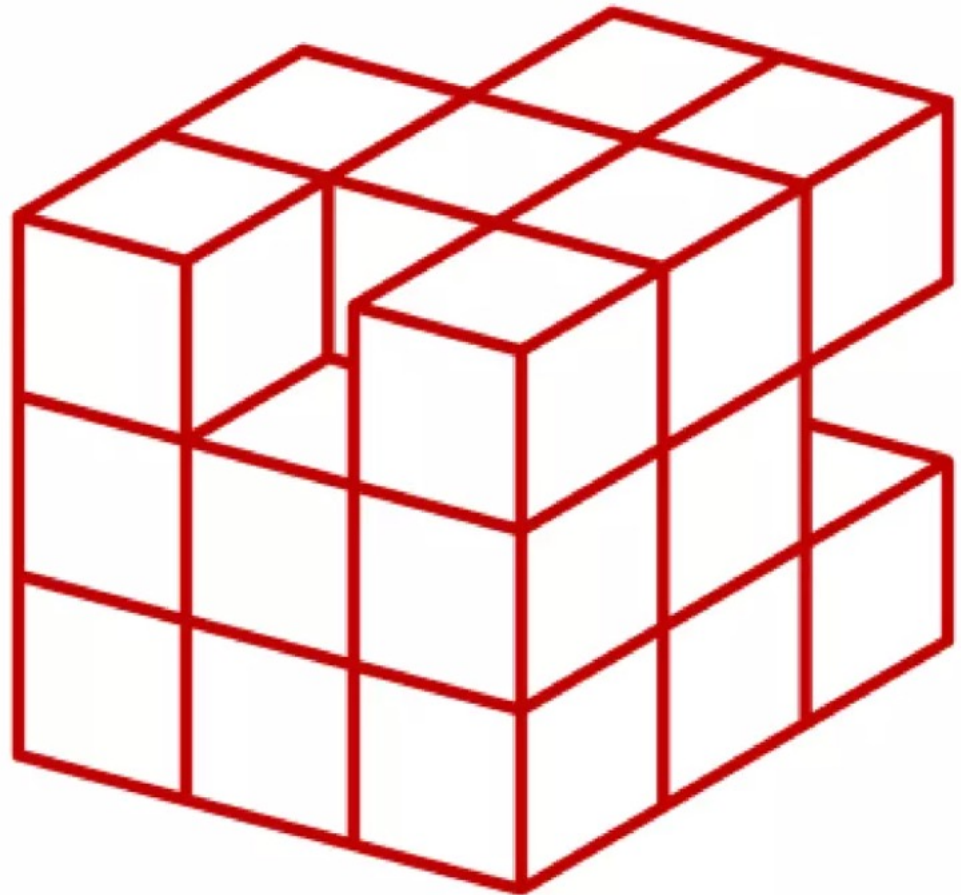
2. How To Clean Up Your Data

Data "Freshness" in GA4

REALTIME DATA
Data Arrives in less than 1 minute
Data Remains for 30 minutes (per minute)

DAILY DATA
Data Arrives in 12 hours
Data Remains 2-14 months

Navigating the "new" Admin Dashboard

A little over a month ago, Google began rolling out a new look to the Admin settings Dashboard. Prior to this, it looked similar to the three column layout of the UA Admin Dashboard. However, now it has a new look and it can be a little confusing.

Let's take a look at it.

Navigating the "new" Admin Dashboard

ACCOUNT SETTINGS

Account

These settings affect your analytics account What's an account?

Account details	?	Account change history ?
Account access management	?	Trash ?
All filters	?	

PROPERTY SETTINGS

Property

These settings affect your property What's a property?

- Property details ?
- Property access management ?
- Property change history ?
- Scheduled emails
- Analytics Intelligence search history ?

Data collection and modification

These settings control how data is collected and modified

- Data streams ?
- Data collection ?
- Data import ?
- Data retention ?
- Data filters ?
- Data deletion requests ?

Data display

These settings control how data is shown in your reports

- Events ?
- Conversions ?
- Audiences ?
- Custom definitions ?
- Channel groups ?
- Attribution settings ?
- Reporting identity ?
- DebugView ?

Product links

These settings control which products link to this property

- Google AdSense links
- Google Ads links
- Ad Manager links
- BigQuery links
- Display & Video 360 links
- Floodlight links
- Merchant Center links
- Google Play links
- Search Ads 360 links
- Search Console links

How To Deal With Data Retention

As part of the privacy issue, the default in GA4 is to only keep your data for 2 months and then reset. This is obviously a problem, if you're used to looking at reporting QoQ, YoY or SoS. To make sure you are getting the highest level of data retention possible, you will want to change the default settings in your account. You can adjust the retention settings up to 14 months. This will also be important when we get to the Explore reports section, as your retention settings affects those, as well. However, if you want to ensure you don't lose any data going forward, you will want to set up a Google Big Query account and a Looker Studio account.

How To Deal With Data Retention

Data collection and modification

These settings control how data is collected and modified

⋮≡	Data streams	?
🗄	**Data collection**	?
⬆	Data import	?
🔗	Data retention	?
▽	Data filters	?
⬧	Data deletion requests	?

Go to the admin panel, under data collection,

select Data retention.

From Data retention., select the dropdown and

change it from 2 months to 14 months and hit

save.

Data retention

User and event data retention

You can change the retention period for data you send that is associated w which is based on aggregated data. Changes to these settings take effect a

Event data retention ? | 2 months ▾ |

Reset user data on new ac

| 2 months ✓ |

| **14 months** |

Save   Cancel

Understanding Thresholding applied
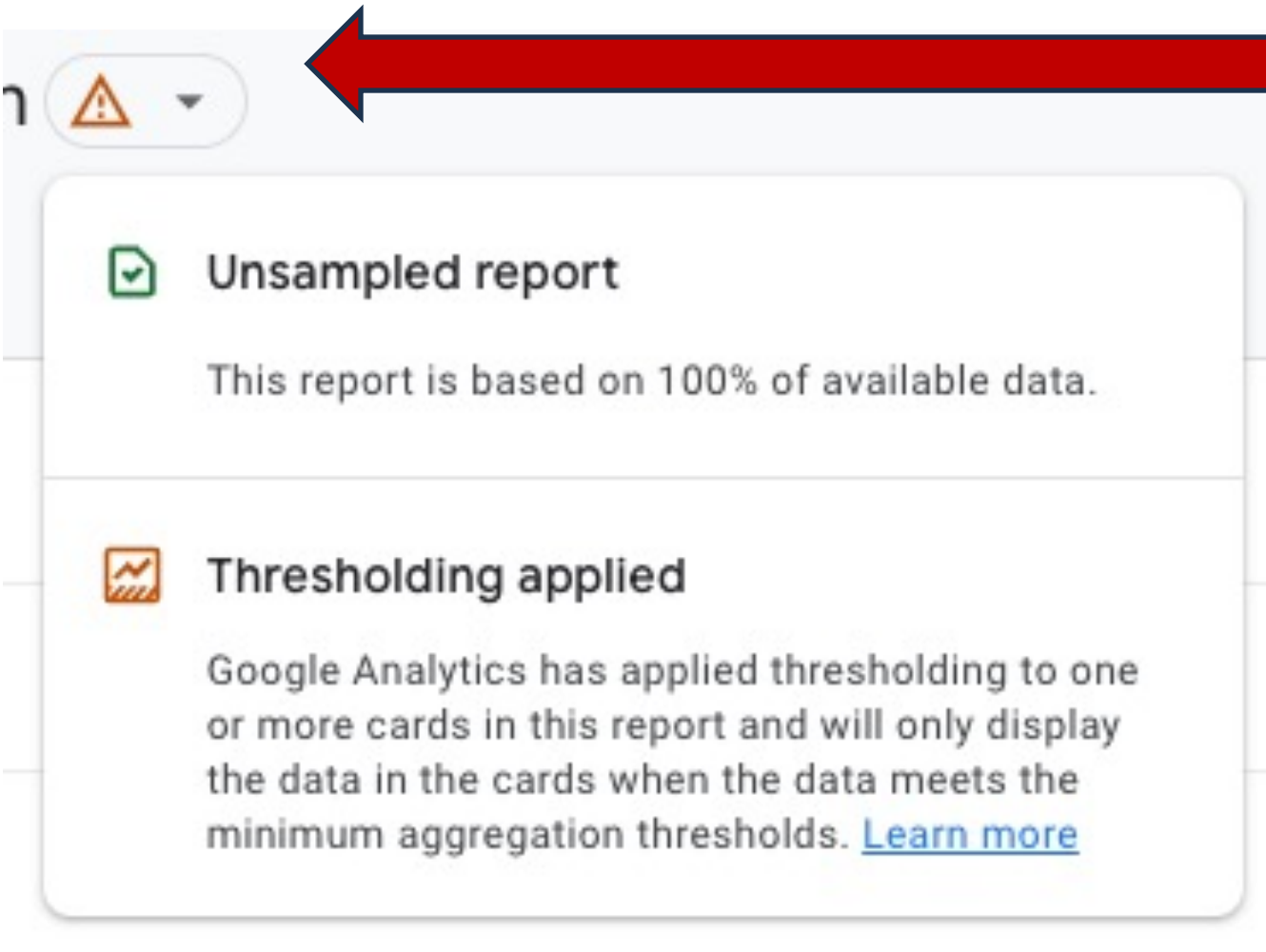
Have you noticed this icon in various reports in GA4?

This indicates that Google has applied some sort of thresholding to your data and isn't displaying everything.

According to Google Analytics Help:

Unsampled report

This report is based on 100% of available data.

Thresholding applied

Google Analytics has applied thresholding to one or more cards in this report and will only display the data in the cards when the data meets the minimum aggregation thresholds. Learn more

When the data in a report or exploration is limited due to data thresholds, the data quality indicator at the top of the report includes the message, "Google Analytics has applied thresholding to one or more cards in this report and will only display the data in the cards when the data meets the minimum aggregation thresholds."

Understanding Thresholding applied

What Does This Even Mean?

Thresholds in Google Analytics 4 are caused by a feature called Google Signals. Google Signals enables the tracking of users across devices and platforms. When enabled, Google Signals collects data from users who have signed in to a Google account and have enabled the feature in their Google Account settings. This data is then used to provide insights into your audience's demographics, interests, and other characteristics.

But together with that, we get one caveat, thresholding.

What is the impact of Thresholding in Google Analytics 4?

If you are looking at a report and the property contains data from Google Signals, Google Analytics will hide rows in the reports with small user numbers). I don't know the exact number, but it looks like something below 50 users/events per row.

So if you are looking at a Traffic Acquisition report and some traffic sources generated less than 50 users in that timeframe, GA4 interface will hide that data. It is still stored in the database, but it's not displayed.

Let's look at an example
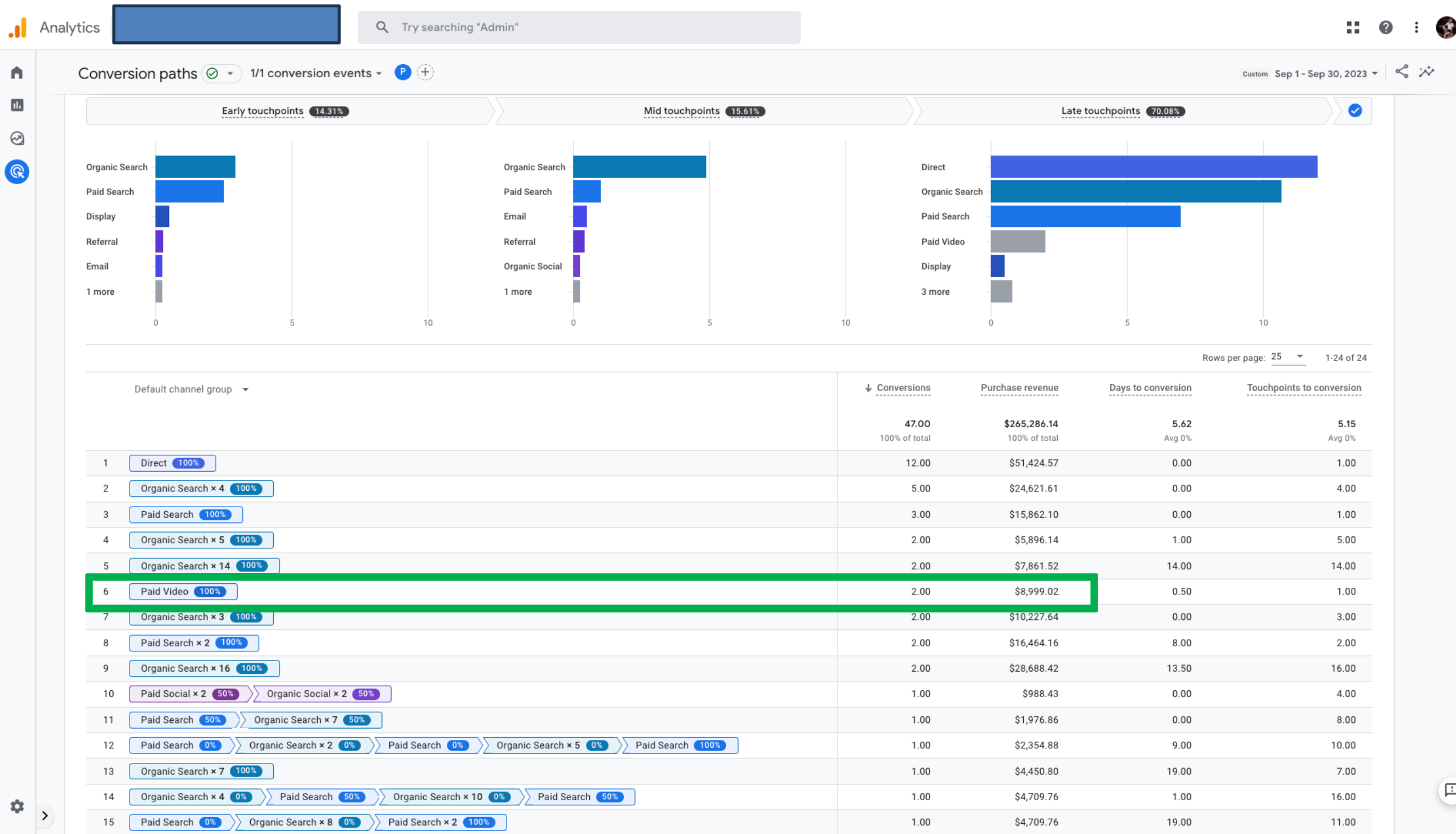
In this account, we were looking under the Advertising section and the Conversion paths report. In line 6, you can see there were 2 conversions from Paid Video for almost $9k in revenue.

Let's look at an example

However, when we switch over to the Traffic Acquisition report, you will see nothing attributed to Paid Video. Since the number of visits from Paid video was so small, Google applied thresholding to them and took them out of the report.

Campaign - Traffic acquisition: Session

Custom Sep 1 - Sep 30, 2023

● Organic Search ● Direct ● Paid Search ● Email ● Paid Social

Rows per page: 25   1-10 of 10

#	Session default channel group	Sessions	New users	Sessions per user	Average session duration	Ecommerce purchases	Session conversion rate All events	Transactions	↓ Total revenue
		41,005 100% of total	28,470 100% of total	1.37 Avg 0%	3m 55s Avg 0%	47 100% of total	0.11% Avg 0%	47 100% of total	$265,286.14 100% of total
1	Organic Search	16,405	12,362	1.26	3m 07s	19	0.11%	19	$114,561.23
2	Direct	10,435	7,130	1.38	3m 07s	16	0.15%	16	$75,499.15
3	Paid Search	6,153	4,123	1.37	4m 04s	10	0.16%	10	$65,898.57
4	Email	83	27	1.73	5m 29s	1	1.2%	1	$8,338.76
5	Paid Social	3,081	1,551	1.73	1m 26s	1	0.03%	1	$988.43
6	Display	933	210	1.94	2m 04s	0	0%	0	$0.00
7	Organic Social	510	438	1.11	2m 31s	0	0%	0	$0.00
8	Organic Video	59	28	1.34	4m 33s	0	0%	0	$0.00
9	Referral	3,253	2,521	1.22	1m 31s	0	0%	0	$0.00
10	Unassigned	230	80	1.11	2h 48m	0	0%	0	$0.00

So What Now?

Officially, they say this is to prevent us (GA users) from identifying individual users based on the data that Google Signals adds to our reports (e.g., age, gender, etc.).

Honestly, I have no idea how I could identify a user based on that, but that's Google's position. And there isn't much we, as GA users, can do here. Thresholds are system-defined, and we cannot adjust them.

Can You Avoid Thresholding?

1. Don't enable Google Signals (Not really an option)

2. Have Google Signals enabled but disable Include Google signals in reporting identity

3. Have Google Signals enabled, but change Reporting Identity to "device-based" when you want to spot check things.

Changing Reporting Identity

In Admin panel, under Data display

It's Not The End Of The World

First off, remember the first slide in this section: *You will never have 100% accurate data!*

Also, based on what I have seen, rows with small numbers (at least in the traffic acquisition report) usually account for less than 5% of all traffic. So that's not a big deal to data accuracy because GA4 then tries to fill in some gaps with modeled data or user-id/Google Signals.

You can change the reporting identity to device-based whenever you want, and you are free to switch between them. This setting does not impact the data you have collected, it affects the way numbers are calculated.

How To List Unwanted Referrals

This may be from your reservation system or some other 3rd party system that integrates with your website. To add these, go to Admin, Data Streams

How To List Unwanted Referrals

Data streams

All   iOS   Android   Web   Add stream ▾
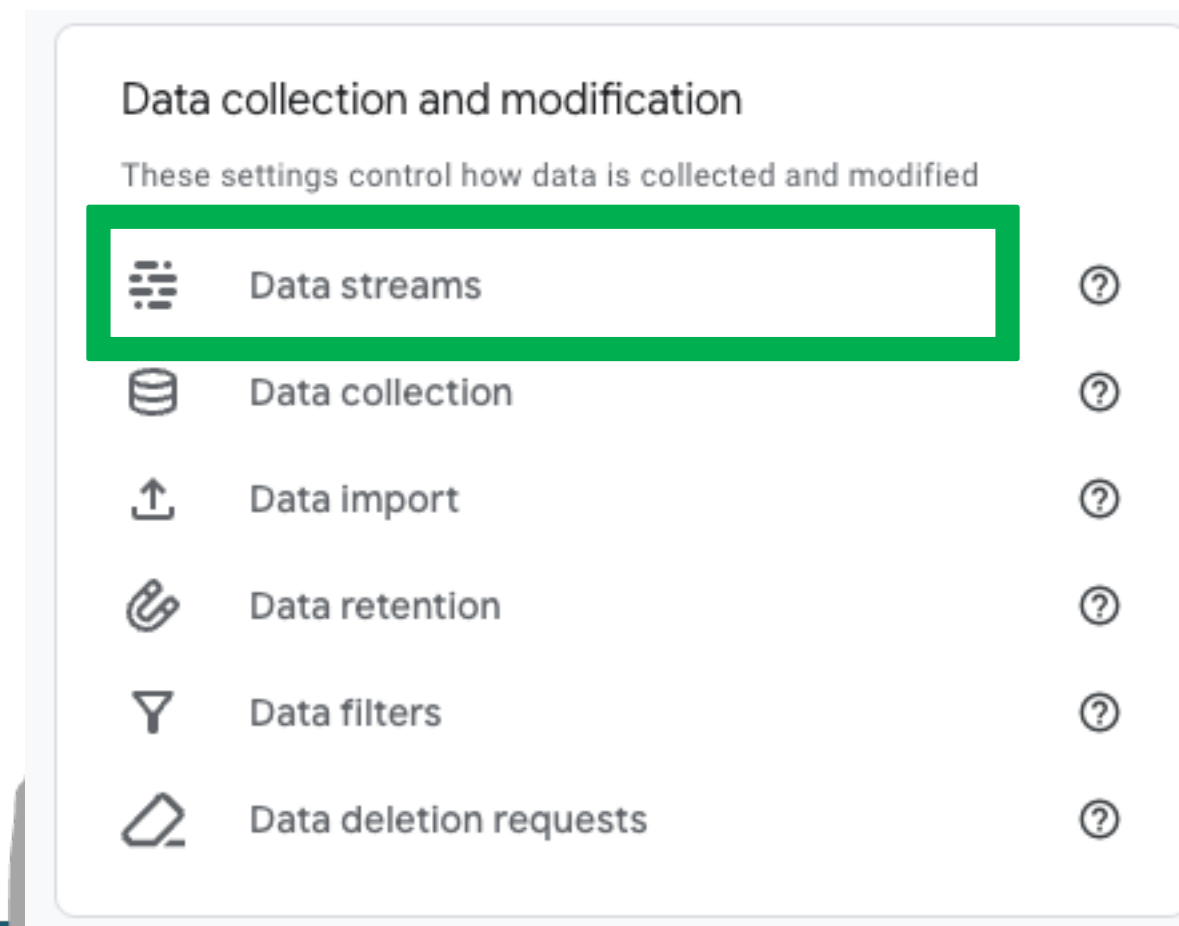
🌐 **Xcite site GA4**
    https://thexcitegroup.com/   2152058385   Receiving traffic in past 48 hours.   ›
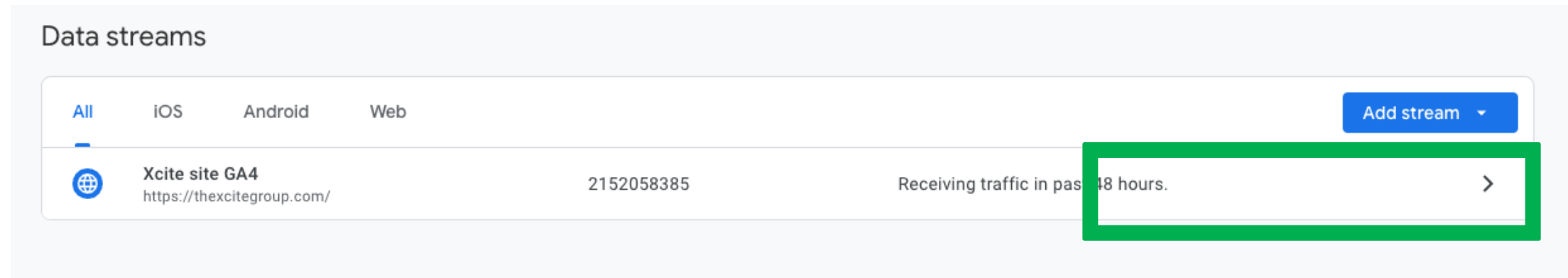
Click on your data stream

How To List Unwanted Referrals

Click on configure tag settings

How To List Unwanted Referrals

Click on show more

How To List Unwanted Referrals

Click on show more

Welcome to your Google tag

The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features – all without additional code. Learn more

Dismiss

Your Google tag — Installation instructions

Google tag ⓘ — Destinations ⓘ

Xcite site GA4
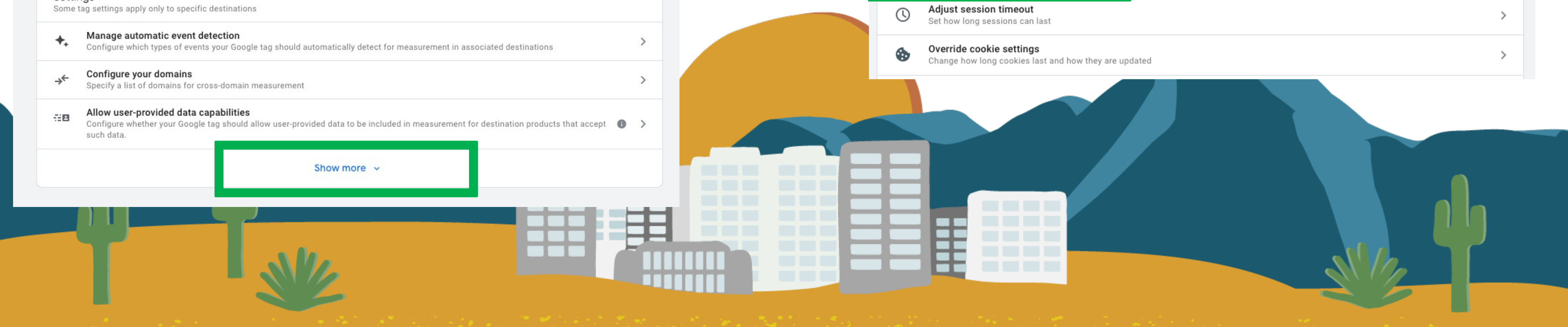IDs: G-94B0P4RCE5 — ✓ — Xcite site GA4

Settings
Some tag settings apply only to specific destinations

✦ **Manage automatic event detection** — ›
Configure which types of events your Google tag should automatically detect for measurement in associated destinations

⇄ **Configure your domains** — ›
Specify a list of domains for cross-domain measurement

⌷ **Allow user-provided data capabilities** — ⓘ ›
Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.
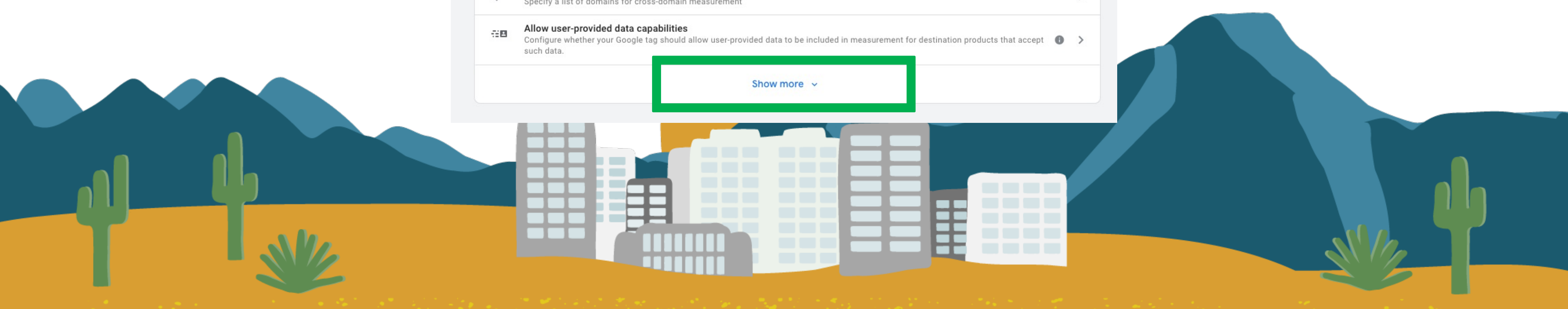
Show more ⌄

Click List unwanted referrals

Settings
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Specify a list of domains for cross-domain measurement

⌷ **Allow user-provided data capabilities** — ⓘ ›
Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.

⤴ **Collect Universal Analytics events** — ◯
Collect an event each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your website

⇥ **Define internal traffic** — ›
Define IP addresses whose traffic should be marked as internal

⇶ **List unwanted referrals** — ›
Specify domains whose traffic should not be considered to be referrals

🕓 **Adjust session timeout** — ›
Set how long sessions can last

⚙ **Override cookie settings** — ›
Change how long cookies last and how they are updated

the xcite group

AMERICA OUTDOORS

How To List Unwanted Referrals

X List unwanted referrals | G **Xcite site GA4** G-94B0P4RCE5   Save

Append the parameter "ignore_referrer" to the traffic identified by the conditions below. Learn more

Configuration

Ignore referrals that match ANY of the following conditions as traffic sources

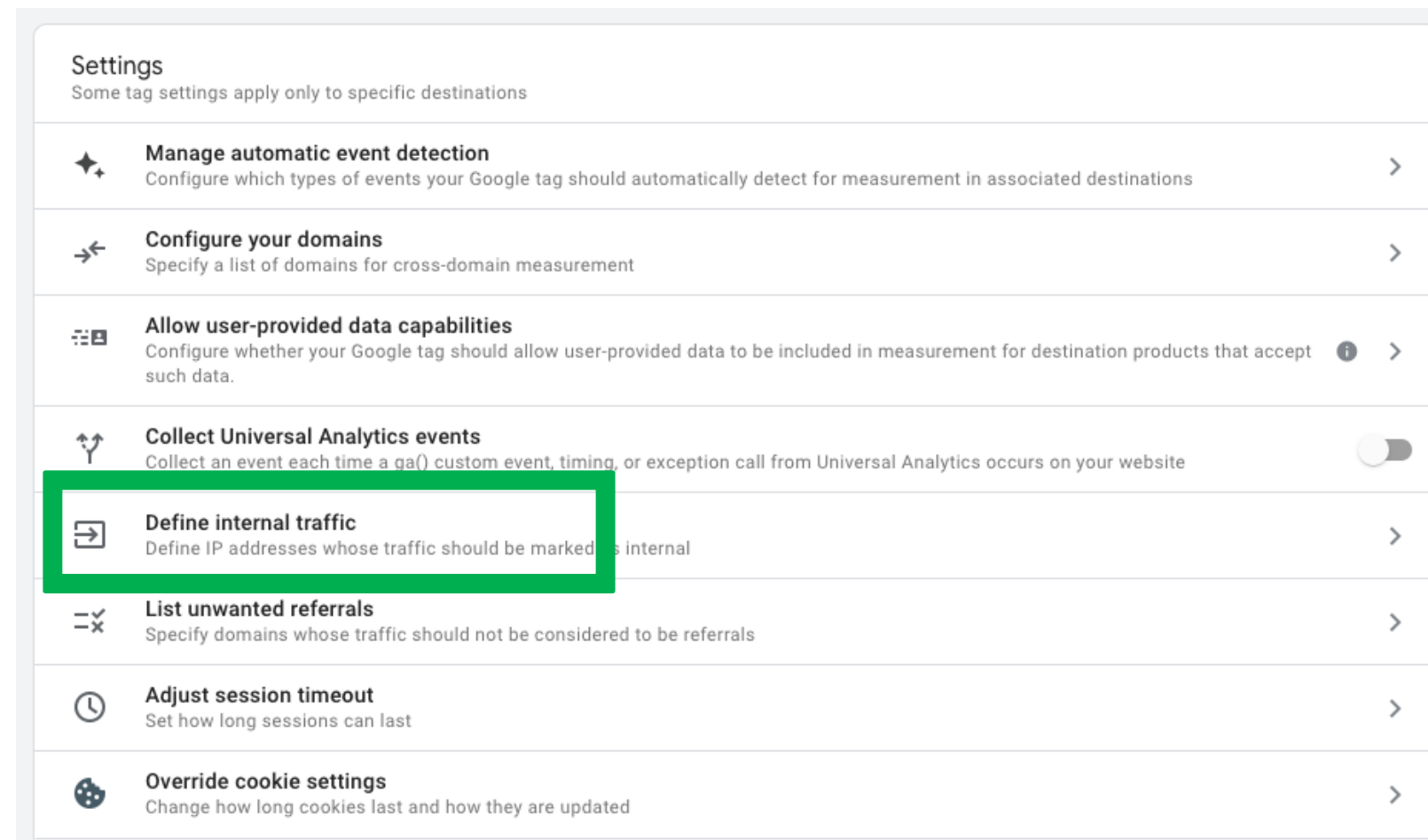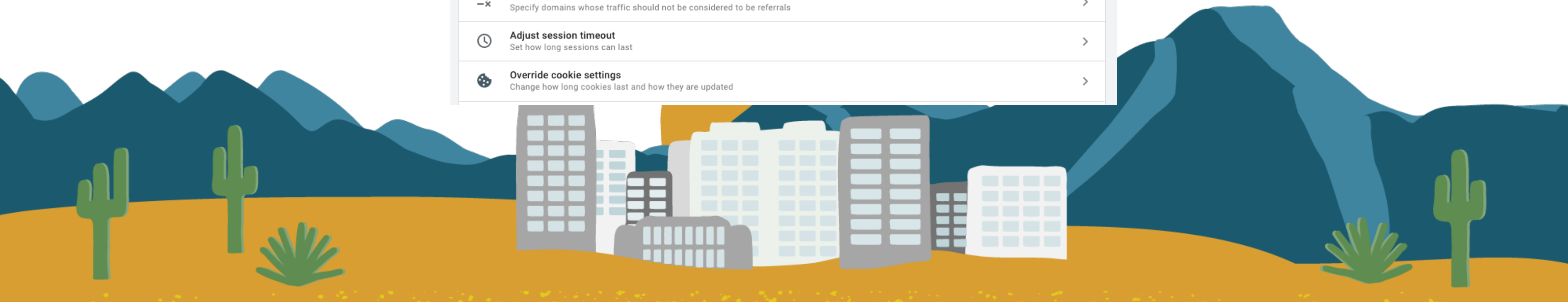| Match type	Domain
Referral domain contains ▾	submit.jotform.com ⊖
Referral domain contains ▾	thexcitegroup.com ⊖

Add condition

How To Define Internal Traffic

Same Process as Referrals. Admin – Data Streams – Configure Tag Settings – Show More

Settings
Some tag settings apply only to specific destinations

Manage automatic event detection
Configure which types of events your Google tag should automatically detect for measurement in associated destinations

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Set how long sessions can last

Override cookie settings
Change how long cookies last and how they are updated

How To Define Internal Traffic

AMERICA OUTDOORS

✕ Define internal traffic   Xcite site GA4
                              G-94B0P4RCE5

Internal traffic rules   **Create**

No rules yet. Click "Create" to begin. Learn more

Create internal traffic rule   Xcite site GA4   **Create**
                                G-94B0P4RCE5

Define traffic that should be marked as internal. Incoming traffic from matching IP addresses will have a "`traffic_type`" parameter appended with the selected value. Learn more

Configuration

Rule name ⓘ

Example: Corporate headquarters

traffic_type value ⓘ

internal

IP addresses ⓘ   What's my IP address?
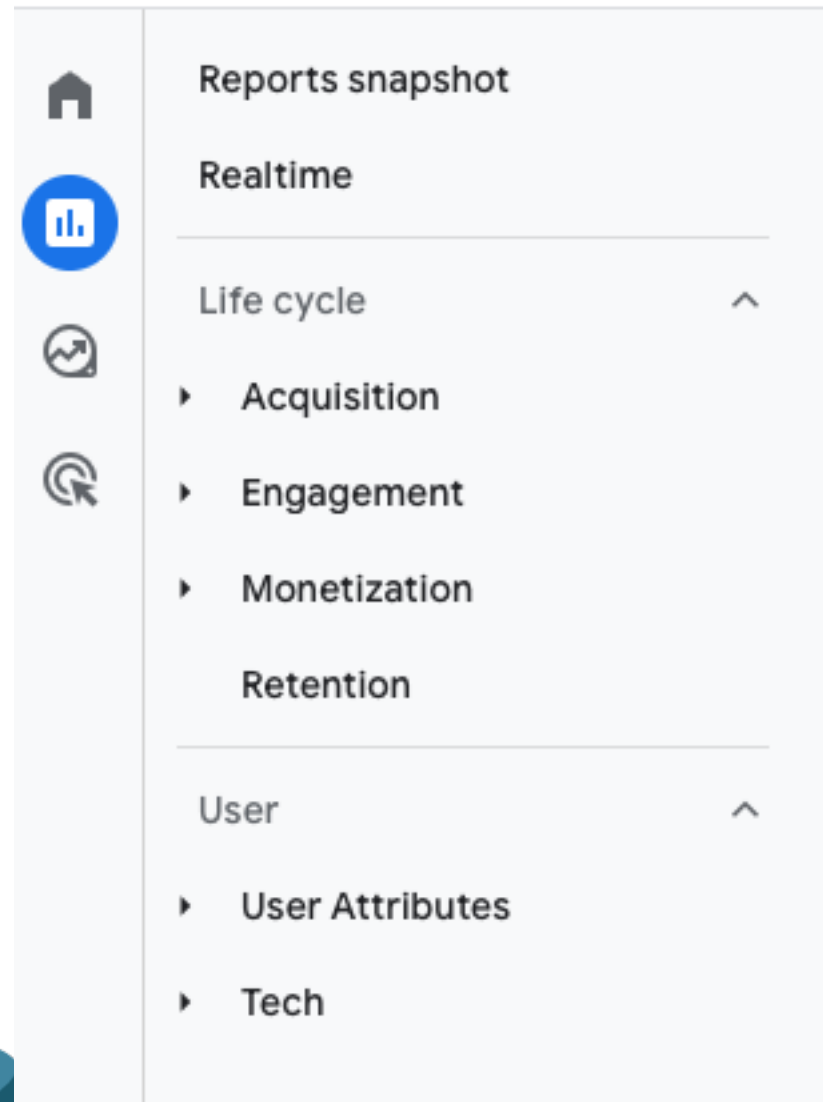
Match type   Value

IP address equals   ▼   Example: 192.168.1.20   ⊖

Add condition

3. Customizing Your Reports Dashboard

Reports snapshot

Realtime

Life cycle ∧

▸ Acquisition

▸ Engagement

▸ Monetization

Retention

User ∧

▸ User Attributes

▸ Tech

Are the Life Cycle & User Attributes Reports showing up in your reports dashboard?

3. Customizing Your Reports Dashboard

Making Source / Medium the default for Acquisition Reports

All Acquisition reports are default channel group – to change it, click the pen

Making Source / Medium the default for Acquisition Reports

Change the Dropdown to session or user source/medium and hit save

Linking Google Search Console and adding to your reporting dashboard

First, link your Search Console account to GA4. Under Admin, Product links, click Search Console links

Product links

These settings control which products link to this property

- Google AdSense links
- Google Ads links
- Ad Manager links
- BigQuery links
- Display & Video 360 links
- Floodlight links
- Merchant Center links
- Google Play links
- Search Ads 360 links
- **Search Console links**

Linking Google Search Console and adding to your reporting dashboard

First, link your Search Console account to GA4. Under Admin, Product links, click Search Console links

Choose your acct, select your data stream and submit

Add Search Console to your Reports

Under Reports, click on Library. Under collections, after you have linked your search console acct, you will now see Search Console in your Library. Click the 3 dots on the Search Console card and hit publish. Search Console reporting will now be available on your Reporting Dashboard.

Left navigation panel:

Reports snapshot
Realtime

Business objectives ∧
  ▸ Generate leads
  ▸ Drive online sales
  ▸ Raise brand awareness
  ▸ Examine user behavior

Life cycle ∧
  ▸ Acquisition
  ▸ Engagement
  ▸ Monetization
  Retention

User ∧
  ▸ User Attributes
  ▸ Tech

📁 Library

Collections ⓘ

Create new collection

Business objectives ⓘ ⋮
⊘ Published • ⧉ Business object...
  📁 Generate leads
  📁 Drive online sales
  📁 Raise brand awareness
  📁 Examine user behavior
Edit collection

Life cycle ⓘ ⋮
⊘ Published • ⧉ Life cycle
  📁 Acquisition
  📁 Engagement
  📁 Monetization
  📁 Retention
Edit collection

Search Console ⓘ ⋮
Unpublished • ⧉ Search Console
  📁 Search Console
Edit collection

Reports

Search Console Reports

You will now have 2 reports from Search Console available in your GA4 acct.

1.   Queries – this will show you organic search queries with clicks, impressions, CTR and Avg. Position.

2.   Google Organic Search Traffic Landing Page – This report shows you your top organic landing pages

Navigation panel (left):

- Reports snapshot
- Realtime

Business objectives
- ▸ Generate leads
- ▸ Drive online sales
- ▸ Raise brand awareness
- ▸ Examine user behavior

Life cycle
- ▸ Acquisition
- ▸ Engagement
- ▸ Monetization
- Retention

Search Console
- ▸ Search Console

User
- ▸ User Attributes
- ▸ Tech

- 📁 Library
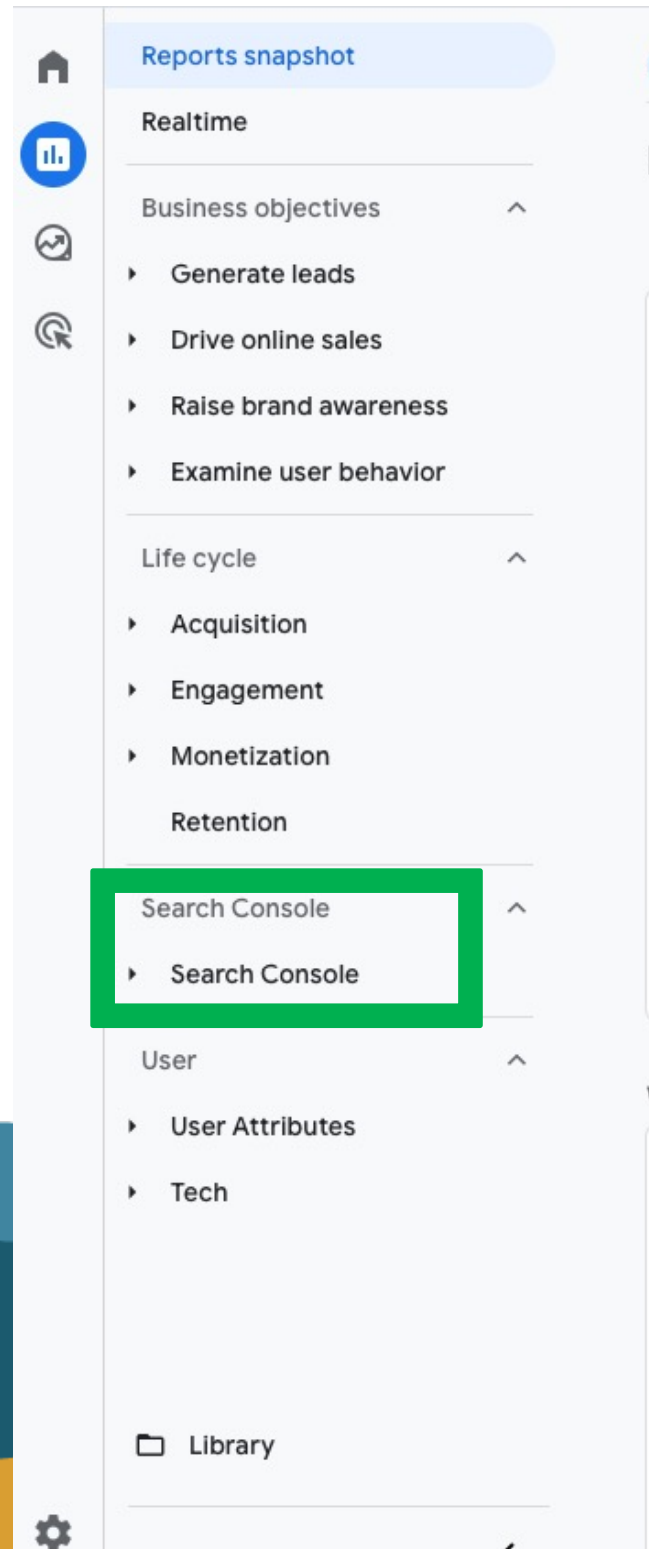
Search Console – Queries Report

	Organic google search query ▾ +	↓ Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position
		21,706 100% of total	**1,424,912** 100% of total	**1.52%** Avg 0%	**15.76** 100% of total
1	sierra south	1,849	4,567	40.49%	1.09
2	sierra south mountain sports	1,410	2,680	52.61%	1.06
3	kern river rafting	1,278	18,818	6.79%	3.38
4	kern river camping	1,067	30,673	3.48%	5.27
5	kern river water level	899	2,280	39.43%	1.42
6	kern river campground	669	18,625	3.59%	6.64
7	kern river water level today	648	2,129	30.44%	1.03
8	kernville	484	34,956	1.38%	11.05
9	kern river conditions	425	723	58.78%	1.21
10	kern river hot springs	391	2,799	13.97%	1.74
11	kern river white water rafting	362	3,299	10.97%	2.42
12	kern river tubing	329	1,351	24.35%	2.97
13	kern river flow	318	12,997	2.45%	7.81
14	sierra south rafting	316	974	32.44%	1.83
15	white water rafting kern river	296	2,529	11.7%	2.16
16	things to do in kernville	282	1,863	15.14%	3.45
17	kernville ca	273	17,303	1.58%	9.67
18	kern river flow rate	268	5,174	5.18%	5.25
19	kern hot springs	262	1,156	22.66%	2.06

Search Console – LP Report

Google organic search traffic: Landing page + query string ⚠️ ▾ 🔽 Ⓢ

Custom Apr 1 - Oct 31, 2023 ▾

	Landing page + query string ▾ +	⬇ Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position	Users	Engaged sessions	Engagement rate	Average engagement time	Event All even
		41,914 100% of total	**2,212,110** 100% of total	**1.89%** Avg 0%	**12.47** 100% of total	**39,495** 100% of total	**37,034** 100% of total	**66.13%** Avg 0%	**1m 21s** Avg 0%	100%
1	/	10,188	228,963	4.45%	16.49	9,947	11,152	83.36%	2m 02s	1
2	/river-conditions/	8,448	80,382	10.51%	6.97	6,877	6,568	76.24%	0m 43s	
3	/best-kern-river-campgrounds/	4,626	130,829	3.54%	11.63	4,590	3,542	68.18%	0m 52s	
4	/hot-springs-on-the-kern-river/	2,736	61,943	4.42%	13.24	3,106	2,373	69.18%	0m 45s	
5	/best-things-to-do-in-kernville/	2,530	75,817	3.34%	11.76	2,402	1,866	66.71%	1m 32s	
6	/kern-river-hiking/	1,667	106,858	1.56%	10.86	1,875	1,532	65.36%	1m 08s	
7	/trips/kern-river-3-hour-tube-rentals/	1,307	42,529	3.07%	15.83	1,243	925	68.52%	0m 42s	
8	/wildlife-on-the-kern-river/	1,123	16,400	6.85%	8.11	1,081	806	66.72%	0m 57s	
9	/mountainbiking/cannelltrail/	992	5,943	16.69%	16.09	808	762	69.97%	1m 04s	
10	/rafting/	943	157,728	0.6%	21.31	1,836	1,327	59.45%	1m 17s	
11	/kern-river-rafting-prices/	645	56,384	1.14%	6.77	588	452	67.36%	1m 36s	
12	/kernville-is-becoming-one-of-the-most-popular-mountain-towns-in-california/	610	55,018	1.11%	11.54	581	462	76.36%	0m 56s	
13	/trip/tubing/	517	6,724	7.69%	7.15	423	349	78.25%	0m 53s	
14	/plan-your-trip-to-the-kern-river/kern-river-boaters-guide/	447	23,538	1.9%	10.07	390	314	65.28%	1m 59s	
15	/boat-barn-online-river-store/	372	74,640	0.5%	13.52	342	321	61.49%	0m 40s	
16	/best-mountain-bike-trails-in-kernville/	364	7,638	4.77%	31.22	328	258	65.15%	1m 18s	

Let's Head to GA4 for the rest of the Presentation

Thank you!

Please complete the session evaluation for this presentation in the America Outdoors Cvent OnArrival App.