Conquering Google Analytics 4: From Frustration to Mastery

200 – 300 Level

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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?

- 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
- **Customizing Your Reports Dashboard** 3.
- Specific Uses For Event and Conversion Tracking 4.
- Understand The Power Of The Explore Reports & How To Create Them 5.



roup 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.









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

 Engageme 	ent
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Overview

Events

Pages and screens

Landing page

Monetization

Retention

Search Console

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Search Console

User

User Attributes

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🗅 Library

Fund me+CtaluersCtaluersEvent count pruseTotal revenue1age.viewS2,52,52A,034 100% of tailA,034 100% of tailA,034 A,034 100% of tailA,035 A,034 100% of tailS3,001age.viewS3,00A,034 100% of tailA,034 A,034 100% of tailA,035 A,034 100% of tailS3,001age.viewS3,00A,034 100% of tailA,034 A,034 100% of tailA,035 A,034 A,036S3,002age.viewS3,00A,034 100% of tailA,035 100% of tailA,030A,0303assion.startS4,004A,038 100A,036A,030A,0304firt.vititS4,007A,934A,038A,036A,0305criglicanceS4,007A,934A,038A,036A,0306ideo.progressS4,007A,934A,936A,936A,9309ideo.compterS4,007A,934A,936A,936A,9309ideo.compterS5,072,04A,900A,900	२ Search	***			Rows per page: 10 👻	Go to: <u>1</u> < 1-10 of 14 >	
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	10	video_complete	55	27	2.04	\$0.00	





New Metric – Engaged Sessions

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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



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	Session source / medium 👻 🕂	↓ <u>Users</u>	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events 👻
		516	641	209	4s	0.41	3.52	32.61%	2,255
1	facebook / cpc	335	451		Avg 0%	Avg 0%	Avg 0%	Avg 0%	1 441
2		124	129	60	140	0.45	4.54	13 48%	627
2	google / cpc	17	10	1	0.0	0.45	2.00	45.40%	527
3	retargeting / cpm	17	18	I	US	0.06	3.00	5.50%	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
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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.



*cite group 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	641	209	4s	0.41	3.52	32.61%	2,255
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%		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



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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 Metr	ic – A	vera	ge En	gagen	nent 1	lime
	First user source / medium 👻 🕂	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events 👻
		3,877	2,340	46.59%	0.59	0m 45s	25,252
		100% of total	100% of total	Avg 0%	Avg 0%		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

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Same: Link Coding

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











You will never have 100%

accurate data.

- Browser privacy settings



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	0	5	Account change history
181	Account access management	0		Trash
\mathbb{Y}	All filters	0		

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PROPERTY SETTINGS

Property

These settings affect your property What's a property?

	Property details	0	
181	Property access management	0	
U	Property change history	0	
Eo	Scheduled emails		
Ē	Analytics Intelligence search history	0	

Data display

These settings control how data is shown in your reports

B	Events
P	Conversions
e ≣	Audiences
A.	Custom definitions
î.	Channel groups
5	Attribution settings
2	Reporting identity
ş	DebugView

Data collection and modification

These settings control how data is collected and modifie

-	Data streams
8	Data collection
£	Data import
C	Data retention
Y	Data filters
$\mathcal{Q}_{\mathbf{r}}$	Data deletion requests

Product links

These settings control which products link to this property

10	Google AdSense links
۸	Google Ads links
11	Ad Manager links
•	BigQuery links
Þ	Display & Video 360 links
8	Floodlight links
•	Merchant Center links
	Google Play links
Q	Search Ads 360 links
G	Search Console links





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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 Dat

Data collection and modification

These settings control how data is collected and modified



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 h save.

	AMERICAOUTDOORS B Retention
	Data retention
	User and event data retention
nd	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
111	Event data retention ⑦ 2 months -
	Reset user data on new ac 2 months 🗸
	Save Cancel

Understanding Thresholding applied

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 Have you noticed this This indicates that Google to your data and According to

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."



- 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:



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







- E 🚮 0 Custom Sep 1 - Sep 30, 2023 - 😪 🖈 Ø 5.15 Avg 0% 1.00 4.00 1.00 5.00 14.00 1.00 3.00 2.00 16.00 4.00 8.00 10.00 7.00 Ŀ 16.00 11.00

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

🚫 Ads Manag	er - N 🗙 🛛 🙏 Campaigns - WR 🗙 🔒 Analytics Camp 🗙	🕄 Skai 🗙 🗙	🛨 Calls List All Xcit 🔺	K 💧 Call Notes 2022 🗙	🛆 Call Notes 2022 🗙 📘	09-2022_Weste × 🗖 WR	RE & MAC - O 🛛 🗙 📔 🥥 Wester	m River Ex 🗙 📔 🖬 MAC/WRE
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🛆 Drive 📘	All Accounts Follo 🗁 Analytics 🗁 Clients 🗎 Internal 🗎] Word Press 🗎 Aguirre	Reporting 🗎 ParkM Er	mails				
. Ana	lytics	Q Try	y searching "Admi	in"				:
 ■ ■	Campaign - Traffic acquisir	tion: Session A		24	\$5K Paid Social	\$0.00 \$20K	Сизтот Sep * \$40К \$60К	1 - Sep 30, 2023 ▼ б \$80К \$100
	 Organic Search ● Direct ● Paid Search ● Email ● I Q Search Session default channel group ▼ + 	Paid Social Sessions 41,005	New users 28,470	Sessions per user 1.37	Average session duration 3m 55s	Ecommerce purchases 47	Session conversion rate All events 0.11%	Rows per page: 25 Transactions 47 \$
		100% of total	100% of total	Avg 0%	Avg 0%	100% of total	Avg 0%	100% of total
	1 Organic Search	16,405	12,362	1.26	3m 07s	19	0.11%	19 \$
	2 Direct	10,435	7,130	1.38	3m 07s	16	0.15%	16
	3 Paid Search	6,153	4,123	1.37	4m 04s	10	0.16%	10
	4 Email	83	27	1.73	5m 29s	1	1.2%	1
	5 Paid Social	3,081	1,551	1.73	1m 26s	1	0.03%	1
	6 Display	933	210	1.94	2m 04s	0	0%	0
	7 Organic Social	510	438	1.11	2m 31s	0	0%	0
	8 Organic Video	59	28	1.34	4m 33s	0	0%	0
	9 Referral	3,253	2,521	1.22	1m 31s	0	0%	0
•	10 Unassigned	230	80	1.11	2h 48m	0	0%	0





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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.





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?

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

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

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









Device-based

Cancel

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Save

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- 2 Reporting identity

DebugView

ogle signals, device ID, modeled data.	i	1 inactive r	nethod	~	
ogle signals, device ID.				~	
				Show all	



roup 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.



xcite group 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

Data collection and modification

These settings control how data is collected and modified

1	Data streams	
8	Data collection	1
۲	Data import	
Ċ	Data retention	
Y	Data filters	
\triangle	Data deletion requests	





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Data streams



Click on your data stream





^{the}cite group How To List Unwanted Referrals

Click on configure tag settings

	im details			
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Event	ts			
+:	Enhanced measurement Automatically measure interactions a Data from on-page elements such as more	ind content on your sites in addition to standard page view measurem links and embedded videos may be collected with relevant events. You	nent. u must ensure that no personally-identifiable informa	tion will be
	Measuring: Page views	Scrolls 🖰 Outbound clicks + 4 more		
B	Modify events Modify incoming events and paramet	ers. <u>Learn more</u>		
ĸ	Create custom events Create new events from existing even	ts. <u>Learn more</u>		
Сīг	Measurement Protocol API secre Create an API secret to enable addition	ets nal events to be sent into this stream through the Measurement Proto	ocol. <u>Learn more</u>	
\bigcirc	Redact data Prevent specific data from being sent	to Google Analytics. <u>Learn more</u>	Email in:	active U
Ĝ	Configure tag settings Configure your Google tag behavior, in	ncluding cross-domain linking and in an nal traffic. <u>Learn more</u>		
<··>	Manage connected site tags Load tags for additional properties or	products using this stream's on-page Google tag. <u>Learn more</u>		
Ô	View tag instructions Get instructions for how to implemen	t your Google tag for this data stream. <u>Learn more</u>		





*cite group How To List Unwanted Referrals

Click on s

	Welcome The global sit gtag.js install adopt new fea	to your Google tag e tag (gtag.js) is now the Google tag. With this ations will get new capabilities to help you do atures – all without additional code. Learn mor	s change, new and existing more, improve data quality, and re Dismiss	
	Your Google tag		Installation instructions	
bow moro	Google tag ⑦ Xcite site GA4 IDs: G-94B0P4RCE5	0	Destinations ⑦	
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xcite group How To List Unwanted Referrals

Click on show more





Click List unwanted referrals

ly only to specific destinations		
omatic event detection ch types of events your Google tag should automatically detect for measurement in associated destinations		>
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ersal Analytics events nt each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your website	C	
nal traffic resses whose traffic should be marked as internal		>
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How T	0	List	Unw	/ante
× List unwanted referrals	; ĉ	Xcite site GA4 G-94B0P4RCE5		

G-94B0P4RCE5

Append the parameter "ignore_referrer" to the traffic ide	ntified by th	ne conditions below. Learn more
Configuration		
Ignore referrals that match ANY of the following cor Match type	nditions as	traffic sources Domain
Referral domain contains	-	submit.jotform.com
Referral domain contains	-	thexcitegroup.com
Add condition		





Xcite group 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

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+,	Manage automatic event detection Configure which types of events your Google tag should automatically detect for measurement in associated des
→←	Configure your domains Specify a list of domains for cross-domain measurement
88	Allow user-provided data capabilities Configure whether your Google tag should allow user-provided data to be included in measurement for destination such data.
Ŷ	Collect Universal Analytics events Collect an event each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your
€	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
٩	Override cookie settings Change how long cookies last and how they are updated





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× Define internal traffic	Contraction of the second seco	Το	De	fin	e Inte	rnal T	raff
	Internal traffic rules	No rules yet. Click "Create" to begin. Learn me	ore	Create			
				Croata internal tr	Xcite site GA4		
					Define traffic that should be marked as internal. appended with the selected value. Learn more	Incoming traffic from matching IP addresses will have	a "traffic_type" parameter
					Configuration Rule name ③		
					traffic_type value ③		
					IP addresses ⑦ Match type	Value	What's my IP address?
	lb				Add condition	Example: 192.100.1.20	
		2					



Create



3. Customizing Your Reports Dashboard

A	Reports snapshot		
	Realtime Life cycle	^	
0	 Acquisition 		
Œ	EngagementMonetization		
	Retention		
	UserUser Attributes	^	
	▶ Tech		
	She.		



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





3. Customizing Your Reports Dashboard

	Reports snapshot
	Realtime
ଡ	Life cycle

R

Library

All of your collections and reports organized in one place where you can customize them and create more. Collections allow administrators to customize the presentation of reports in the left navigation.

•	Fngac	rement
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Monetization

Acquisition

Retention

User		

- User Attributes
- Tech

Learn more

Collections ⑦

	Business objectives (j) : Unpublished • 🕄 Business object	Life cycle ⊘ Published · S Life cycle	User (i) : ⊘ Published · ⊠ User	
Create new collection	 Generate leads Drive online sales Raise brand awareness Examine user behavior 	 Acquisition Engagement Monetization Retention 	 User Attributes Tech 	
	Edit collection	Edit collection	Edit collection	
ports				
			+ Create new report	Search
Type Name	Creator Last modified 🕹	Template	Collection Description	

Rep

Library







Making Source / Medium the default for Acquisition Reports All Acquisition reports are default channel group – to change it, click the pen





	Custom Apr 1 - Oc	et 31, 2023 👻 📊	1 < × 1
New users by First user defa	ault channel group		
Organic Search –			
Direct			
Paid Search			
Paid Social			
Referral -			
0	5K 10K	15K 20	ок 25к
		Rows per page: 10	▼ 1-9 of 9
Average E engagement A time	Event count Count II events - All	events 👻	Total revenue
1m 31s	475,704	374.00	\$169,172.97
Avg 0%	100% of total	100% of total	100% of total
1m 35s	188,973	129.00	\$60,618.66
1m 21s	93,931	95.00	\$42,230.93
1m 52s	80,227	98.00	\$42,698.08
0m 07s	21,166	0.00	\$0.00
2m 35s	43,448	29.00	\$12,895.17



Making Source / Medium the default for Acquisition Reports Change the Dropdown to session or user source/medium and hit save

Traffic acquisition: Session source / medium

Las





28 days Oct 18 - Nov 14, 2023		
	REPORT DATA	
	Dimensions >	
	Metrics >	
	REPORT FILTER	
	+ Add filter	
	CHARTS	
	REPORT TEMPLATE	
400 500	Traffic acquisition	
	SUMMARY CARDS	
to: <u>1</u> < 1-10 of 38 >	Sessions by Session default channel	
ount Conversions s ▼ All events ▼	+ Create new card	
9,542 1,653.00 of total		
1,269 421.00		
1,247 431.00		



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











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

Search Console	links				Q Search		Link	
Search Console property name	Search Console property type	Web stream	Stream id	Linked b	у	Date linked		
		No link:	s yet. Click "Link" to create or	ne.				
						Link setup		
Choose y	our acct, an	select y d subm	your data it	strea	n	By linking property ir Console o Search Co When you property. A	your Analytics property to y nto Google Analytics is subj of service. By creating this lin onsole property. To learn mo associate a Search Console As a result, anybody with ac noose Search Console prope	rour Search C ect to the Go nk, your ema ore, see <u>Searc</u> e property wi cess to that erty
							Link to Search Console pro	operties I mai
							Next	
					Ħ	2 Se	elect Web Stream	
		1/2				3 Re	eview and submit	



Console property, you will enable data to flow between the products. Data exported from your Search Console pogle Analytics terms of service, while Google Analytics data imported into Search Console is subject to the Search il address will be recorded and may be visible to authorized users of this Google Analytics property and/or the linked ch Console integration.

ith a Google Analytics web property, Search Console data is enabled for all profiles associated with that web Google Analytics property may be able to see the data for the linked Search Console property.





Add Search Console to your Reports

	Reports snapshot	
11.	Realtime	
	Business objectives	^
G	Generate leads	
G	 Drive online sales 	
	 Raise brand awareness 	
	 Examine user behavior 	
	Life cycle	^
	 Acquisition 	
	 Engagement 	
	 Monetization 	
	Retention	
	User	^
	 User Attributes 	
	 Tech 	

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.

	Business objectives (i) : ⊘ Published · ☺ Business object
	🗀 Generate leads
+	🗀 Drive online sales
•	Raise brand awareness
Create new collection	Examine user behavior
	Edit collection







Search Console Reports



- You will now have 2 reports from Search Console available in your GA4 acct.
- Queries this will show you organic search queries with clicks, impressions,
 - CTR and Avg. Position.
- Google Organic Search Traffic Landing Page This report shows you your top 2. organic landing pages





*cite group Search Console - Queries Report

	Organic google search query 👻 🕂		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
10	kern hot springs	262	1 1 5 6	22.66%	2.06





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Search Console – LP Report

Google organic search traffic: Landing page + query string (\land -) Υ (S)

	Landing page + query string 👻 🕂	↓ Organic google search clicks	Organic google search impressions	Organic google search click through rate	Organic google search average position	Users
		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
1	/	10,188	228,963	4.45%	16.49	9,947
2	/river-conditions/	8,448	80,382	10.51%	6.97	6,877
3	/best-kern-river-campgrounds/	4,626	130,829	3.54%	11.63	4,590
4	/hot-springs-on-the-kern-river/	2,736	61,943	4.42%	13.24	3,106
5	/best-things-to-do-in-kernville/	2,530	75,817	3.34%	11.76	2,402
6	/kern-river-hiking/	1,667	106,858	1.56%	10.86	1,875
7	/trips/kern-river-3-hour-tube- rentals/	1,307	42,529	3.07%	15.83	1,243
8	/wildlife-on-the-kern-river/	1,123	16,400	6.85%	8.11	1,081
9	/mountainbiking/cannelltrail/	992	5,943	16.69%	16.09	808
10	/rafting/	943	157,728	0.6%	21.31	1,836
11	/kern-river-rafting-prices/	645	56,384	1.14%	6.77	588
12	/kernville-is-becoming-one-of-the- most-popular-mountain-towns-in- california/	610	55,018	1.11%	11.54	581
13	/trip/tubing/	517	6,724	7.69%	7.15	423
14	/plan-your-trip-to-the-kern- river/kern-river-boaters-guide/	447	23,538	1.9%	10.07	390
15	/boat-barn-online-river-store/	372	74,640	0.5%	13.52	342
16	/best-mountain-bike-trails-in- kernville/	364	7,638	4.77%	31.22	328





Custom Apr 1 - Oct 31, 2023 👻 👫 🔧 🧷

Event c All even	Average engagement time	Engagement rate	Engaged sessions
: 100%	1m 21s Avg 0%	66.13% Avg 0%	37,034 100% of total
1	2m 02s	83.36%	11,152
	0m 43s	76.24%	6,568
	0m 52s	68.18%	3,542
	0m 45s	69.18%	2,373
	1m 32s	66.71%	1,866
	1m 08s	65.36%	1,532
	0m 42s	68.52%	925
	0m 57s	66.72%	806
	1m 04s	69.97%	762
	1m 17s	59.45%	1,327
	1m 36s	67.36%	452
	0m 56s	76.36%	462
	0m 53s	78.25%	349
	1m 59s	65.28%	314
	0m 40s	61.49%	321
	1m 18s	65.15%	258





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.



