

THE TOP 5 WAYS TO MAKE THE MOST OUT OF GA4



with Sarah Benoit



Our Goal for Today

GA4 has created a learning curve for everyone, including the professionals. You can't absorb everything about GA4 at once. Your knowledge grows in phases and you use GA4 more over time.

Set goals for this year and see if you can use GA4 to track them. Keep asking questions. Keep evolving. Keep learning!



Our Agenda for This Session

1. Provide an overview for GA4 and why it is valuable and necessary.
2. Explore the 5 top ways businesses are using GA4 to track and quantify website success.
3. Share tips for managing common issues and problems with GA4.



THE FUTURE

is first party data and owned media.
It's time to invest in more interactive site
features and to choose third party tools
that provide better data collection.



Why GA4?

GA4 has been one of the biggest changes to website tracking since Google Analytics was launched in November of 2005.

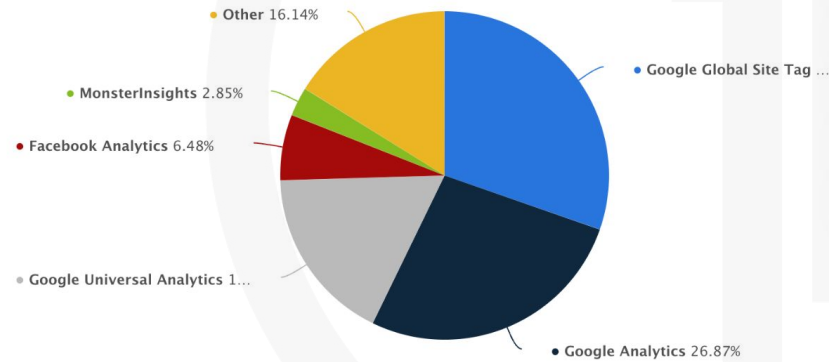
Google Analytics is one of the top website tracking systems in the world. Google's various systems hold the largest market share of website tracking globally.

Google Still Dominates

Technology & Telecommunications > Software

PREMIUM +

Market share of leading web analytics technologies worldwide in 2023



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In cooperation with



Release date

November 2023

Region

Worldwide

Survey time period

2023

Supplementary notes

The source used technographics to collect the



GA4 Isn't Perfect, but It's Free

GA4 is different than the original Universal Google Analytics. Universal data will be removed by July 1, 2024

There are some known issues with Referral, Organic Social, and Paid Social traffic being recognized correctly. Use Source/Medium filtering to properly identify channels.



Our New Focus is Events = Activity

Google Analytics 4 offers different types of events for tracking user interactions:

- **Automatically collected events** provide basic information by default.
- **Enhanced measurement events** offer more detailed data without additional configuration (turn this on in your settings).
- **Recommended events** are suggested by Google for specific business types, providing insights for marketing and website improvement.
- **Custom events** allow deeper customization but require manual implementation and custom coding.



BE TRANSPARENT IN YOUR PRIVACY AND SECURITY POLICY

Let people know you are using GA4 and how you are collecting and using their data so they are aware.



5 Strategies to Maximize GA4

1

In order to use GA4 it's important to understand the definition of

Metrics | Dimensions | Reports



Metrics

Metrics are quantitative measurements that track specific aspects of user behavior on your website.

They provide numerical data, such as the number of sessions, bounce rate, or conversion rate.

Metrics give you a high-level view of your website's performance and help you gauge success.



Dimensions

Dimensions provide contextual information about your website visitors. They add descriptive attributes to your metrics, allowing you to slice and dice the data.

Examples of dimensions include traffic source, device category, or location.

By analyzing dimensions, you can gain insights into your audience and understand their behavior.



Reports

Reports in GA4 are pre-built collections of metrics and dimensions. They present data in a structured format, enabling you to analyze specific aspects of your website's performance.

Some important reports for small business owners include the Acquisition Report, Behavior Report, and Conversion Report. Each report provides valuable insights into different stages of the user journey.

2

Viewing and filtering data to identify successful channels through

Source / Medium



Filter by Source and Medium

When you view Traffic or User Acquisition Reports use the column drop down, additional column or Search bar to view specific sources of traffic.

Pay attention to how engaged the user or traffic is in the website to understand the true value if the site visits.

Q Search...	
↓ First user prim...Channel Group) +	↓
1	Direct
2	Organic Search
3	Referral
4	Organic Social
5	Email
6	Organic Video

3

Track SEO with via

Organic Search & Search Console



What is Organic Search Traffic?

Under Traffic and User Acquisition you will find Organic Search as a channel. This refers to search engines like Google, Yahoo, Bing, and many others.

Pages that receive higher amounts of traffic from Organic Search are important for maintaining and growing search authority.

You may attract visitors from branded and non-branded searches.



What is the Google Search Console?

The [Google Search Console](#) is a companion tool to Google Analytics 4 and can be partially integrated into your reports like Google Ads.

You must add a meta tag to your site, upload a file to your server, or add a record to your domain to verify.

If you have Google Analytics 4 installed properly you can verify using your existing GA4 account.



What is the Google Search Console?

The [Google Search Console](#) quantifies your Google authority and shows you what Google understands about your website and brand.

- View Performance data related to Google rankings, organic impressions, and search click-through rates.
- Confirm all public content is properly indexed, evaluate any errors or issues.
- Get alerts if your site is hacked and identify the problem quickly.



Engagement is the Goal of SEO

Engagement Stats in GA4

- **Engaged Sessions:** The number of sessions that lasted longer than 10 seconds, created a conversion event, or had two or more page views.
- **Engagement Rate:** The percentage of sessions that were engaged, i.e. Engaged Sessions divided by Total Sessions
- **Average Engagement Time:** The average time an active user spent creating an engaged session
- **Bounce Rate:** The opposite of the engagement rate, the bounce rate is the percentage of sessions that were not engaged.

4

Identify the most important Events as

Conversions



Highlight Conversion Events

Conversions are simply the most important and valuable Events (AKA actions people take) on our website.

Any Events can be highlighted as a Conversion in the Admin of your GA4 account.

Conversions can be leads and/or sales. A Conversion can be more than just a purchase.

Some Conversions must be custom coded or tagged.

Events in the GA4 Admin Settings

Analytics | All accounts > JB Media Institute Web... JBMI Website

Try searching "how to do BigQuery export"

Home + Create

Admin

My preferences

Setup Assistant

Account settings

Account

Property settings

Property

Data collection and modifica...

Data display

Events

Conversions

Audiences

Custom definitions

Channel groups

Attribution settings

Reporting identity

DebugView

Product links

Settings

Last 28 days Mar 10 - Apr 6, 2024
Compare: Feb 11 - Mar 9, 2024

You can now create and manage custom dimensions and metrics in Custom definitions. Dismiss Try it now

Modify event Create event

Existing events					
Event name ↑	Count	% change	Users	% change	Mark as conversion ?
click	98	↑ 188.2%	36	↑ 44.0%	<input type="checkbox"/>
file_download	16	↑ 60.0%	12	↑ 20.0%	<input checked="" type="checkbox"/>
first_visit	717	↓ 68.8%	717	↓ 68.8%	<input type="checkbox"/>
page_view	1,556	↓ 44.8%	790	↓ 66.5%	<input type="checkbox"/>
scroll	144	↓ 92.9%	87	↓ 98.6%	<input type="checkbox"/>
session_start	1,033	↓ 59.2%	791	↓ 66.5%	<input type="checkbox"/>
video_complete	1	-	1	-	<input checked="" type="checkbox"/>
video_progress	5	-	2	-	<input type="checkbox"/>
video_start	3	-	2	-	<input checked="" type="checkbox"/>

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Conversions in the GA4 Admin Settings

The screenshot displays the Google Analytics Admin interface for the 'JBMI Website' account. The left sidebar contains a navigation menu with 'Conversions' highlighted. The main content area shows the 'Conversion Events' configuration page, which includes a table of conversion events and a 'Mark as conversion' toggle for each event.

Search bar: Try searching "how to do BigQuery export"

Account: JBMI Website

Time range: Last 30 days (Mar 8 - Apr 6, 2024) | Compare: Feb 9 - Mar 9, 2024

Conversion Events

Conversion name ↑	Count (% change)	Value (% change)	Mark as conversion ?
file_download	0 (0%)	0 (0%)	<input checked="" type="checkbox"/>
purchase	0 (0%)	0 (0%)	<input type="checkbox"/>
video_complete	1 (-)	- (-)	<input checked="" type="checkbox"/>
video_start	0 (0%)	0 (0%)	<input checked="" type="checkbox"/>

Items per page: 10

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5

Highlight the data that matters most to your brand,

Customize Reports



Customize Your Reports Snapshot

Your Reports Snapshot can be customized to display the most important data you'd like to review and evaluate regularly.

This makes it easier to regularly learn from the data that matters most. It also makes it easier to share results with others more quickly.

Take your time! Don't rush the process. You can edit and change your Reports Snapshot as you clarify your goals and use data more frequently.

Customize Reports in the Upper Right Corner

The screenshot shows the Google Analytics interface for 'JBIM Website'. The 'Reports snapshot' menu item is highlighted in the left sidebar. In the upper right corner, the 'Customize report' button is also highlighted. The main content area displays a 'Reports snapshot' for 'All Users' with a search filter for 'users from USA last week'. The summary shows 794 users, 718 new users, and an average engagement time of 27s. A line chart shows user activity over time from March 10 to 31. To the right, there are sections for 'USERS IN LAST 30 MINUTES' (0 users per minute), 'TOP COUNTRIES' (no data available), and 'Insights' (Organic Video appeared in 100% of your conversion paths).

Reports snapshot

All Users Add comparison +

Last 28 days Mar 10 - Apr 6, 2024

Reports snapshot

Users 794 New users 718 Average engagement time 27s

USERS IN LAST 30 MINUTES 0

USERS PER MINUTE

TOP COUNTRIES USERS

No data available

View realtime → View all insights →

Insights

INSIGHT New

Organic Video appeared in 100% of your conversion paths

From March 1 to 31, 2024

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default Channel Group)

Channel Group	Users
Direct	~180
Organic Search	~20

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session primary channel group (Default Channel Group)

Channel Group	Sessions
Direct	703
Email	136

Customize Existing Reports or Create New Reports

Analytics All accounts > JB Media Institute Web... JBMI Website

Try searching "users from USA last week"

← Back Reports snapshot Current Reports snapshot Last 28 days Mar 10 - Apr 6, 2024 Save...

Users 794 **New users** 718 **Average engagement time** 27s **Total revenue** \$0.

USERS IN LAST 30 MINUTES
0
USERS PER MINUTE

TOP COUNTRIES **USERS**
No data available

Insights
INSIGHT Organic Video appeared in 100% of your conversion paths From March 1 to 31, 2024

WHERE DO YOUR NEW USERS COME FROM?
New users by First user primary channel group (Default Channel Group)

Channel Group	New Users
Direct	718
Organic Search	~100
Referral	~50
Organic Social	~20

WHAT ARE YOUR TOP CAMPAIGNS?
Sessions by Session primary channel group (Default Channel Group)

Session Primary Channel Group	Sessions
Direct	703
Email	136
Organic Search	121
Referral	58

Customize report
CARDS (UP TO 16)

- Overview
- Realtime
- Insights
- New users by First user primary cha...
- Sessions by Session primary chann...
- Users by Country
- User activity over time
- User activity by cohort
- Views by Page title and screen c...
- Event count by Event name
- Conversions by Event name
- Items purchased by Item name
- Conversions by Platform
- + Add Cards



Customize Any Reports

You can customize any Report in GA4 or create new Reports.

All Reports will be saved and available to edit or delete under the Library, which is an icon in the lower left of the Reports menu.

Report Templates for achieving common marketing and sales goals are available in the Library.

Creating Reports will change the options listed in the left menu.

Use Report Templates in the Library to Save Time

The screenshot displays the Google Analytics interface for the 'JBMI Website'. The left sidebar contains a navigation menu with categories like 'Reports snapshot', 'Realtime', 'Acquisition', 'Engagement', 'Retention', 'Monetization', 'Search Console', 'User', and 'Tech'. The 'Library' button at the bottom of the sidebar is circled in yellow. The main content area shows a 'Reports' table with columns for 'Type', 'Name', 'Creator', 'Last modified', 'Template', and 'Description'. The 'Acquisition overview' report is highlighted with a yellow circle. A dropdown menu is open over this report, showing options to 'Create overview report' and 'Create detail report', both also circled in yellow. The top of the interface includes a search bar with the text 'Try searching "users from USA last week"' and a 'Create new collection' button.

Type	Name	Creator	Last modified	Template	Description
Acquisition overview	Acquisition overview	-	-	Acquisition overview	Overview of user counts, sources, mediums, and ca...
Traffic acquisition	Traffic acquisition	-	-	Traffic acquisition	User count by source/medium, along with engagement, event-count, con...
User acquisition	User acquisition	-	-	User acquisition	User count by medium, along with engagement, event-count, conversi...
Engagement overview	Engagement overview	-	-	Engagement overview	Dashboard overview of user engagement with your business fro...
Conversions	Conversions	-	-	Conversions	
Retention overview	Retention overview	-	-	Retention overview	Dashboard of user retention from the perspective of new vs. returning us...
Monetization overview	Monetization overview	-	-	Monetization overview	Dashboard of ecommerce activity from the perspective of revenue, pu...
In-app purchases	In-app purchases	-	-	In-app purchases	Product purchases by quantity and revenue.
Queries	Queries	-	-	Queries	Search Console



What are Collections?

A collection is a set of reports. You can create your own Collections. **Lifecycle** and **User** are predefined collections that appear in the report navigation, by default.

The Library offers the ability to use Collections Templates that Google provides or to create your own from scratch. Collections expand the options under Reports.

The Library organizes all of the Collections you choose to use.

Create a Report or a Collection of Reports

Analytics | All accounts > JB Media Institute Web... | **JBMI Website** | Try searching "how to do BigQuery export"

Library

Business objectives 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.

[Learn more](#)

Collections

- 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](#)
- User** (Published) · User
 - User attributes
 - Tech[Edit collection](#)

Reports

[+ Create new report](#) | Search

Library

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Virtual

Roundtable Series

Demystifying AI Ethics

Hosted by Sarah Benoit

Every 3rd Wednesday of the month starting...



April 17, 2024 12 - 1 PM EST



Additional Resources

Free Learning

- **Free Monthly Webinar**: Our next Digital Drop-in is Wednesday May 1, 2024 and will be about Google Grants.

Online Learning

- **Content Strategy Roadmap** + Coaching is an on demand online course that can be done in your own time. Learn SEO, Instagram and Facebook marketing/advertising, Google Ads, and partnership marketing for just \$99/month. Get office hours with me and live Zoom AI marketing trainings with experts every month.

You do amazing things.
More people should know.



MEDIA INSTITUTE

Thank you!

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