Four Kitchens

# Get going with Google Analytics 4

DrupalCon Pittsburgh

JUNE 5, 2023

# What you'll learn

For everyone

- General background

For developers

- How to set it up

For marketers and site owners

- What to consider about set up
- What to expect in default reports

# Outline

1. What is Google Analytics 4?
2. What is Google Tag Manager?
3. Set up a GA4 property and GTM tag
4. Install and configure Google Tag module
5. What GA4 tracks automatically
6. Tracking custom events

ABOUT ME

# Heather Wozniak

Technical Strategist at Four Kitchens

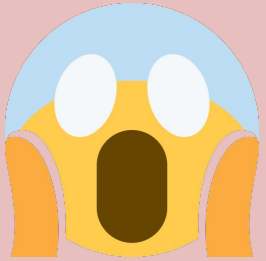
heather@fourkitchens.com

heatherwoz on drupal.org

# What is Google Analytics 4?

On July 1, 2023, standard Universal Analytics properties will stop processing data. We strongly encourage you to make the switch to Google Analytics 4 as soon as possible.

Our friends at Google



# The next generation of analytics

1

Collects both website and app data to better understand the customer journey

2

Is events-based rather than session-based

3

Has privacy controls and predictive capabilities

Source: https://support.google.com/analytics/answer/10089681

# The bottom line:

**Requires you to be more thoughtful about what you collect**

# What is Google Tag Manager?

GOOGLE TAG MANAGER

# Tool for adding tags

Custom code snippets that we include under certain conditions

1

Web-based interface with tag organization and version control.

2

Tag templates and collaboration features.

3

Supports Google products and third-party tags.

Source: https://developers.google.com/tag-platform/tag-manager

# These things are not the same

- **Google Tag Manager** - the web-based tool for managing tags and triggers
- **Google Tag [Manager]** - the Drupal module for adding Google tags to your site
- **gtag.js** - the JavaScript that adds Google product tags directly to pages

# How do you add GA4 to your Drupal site?

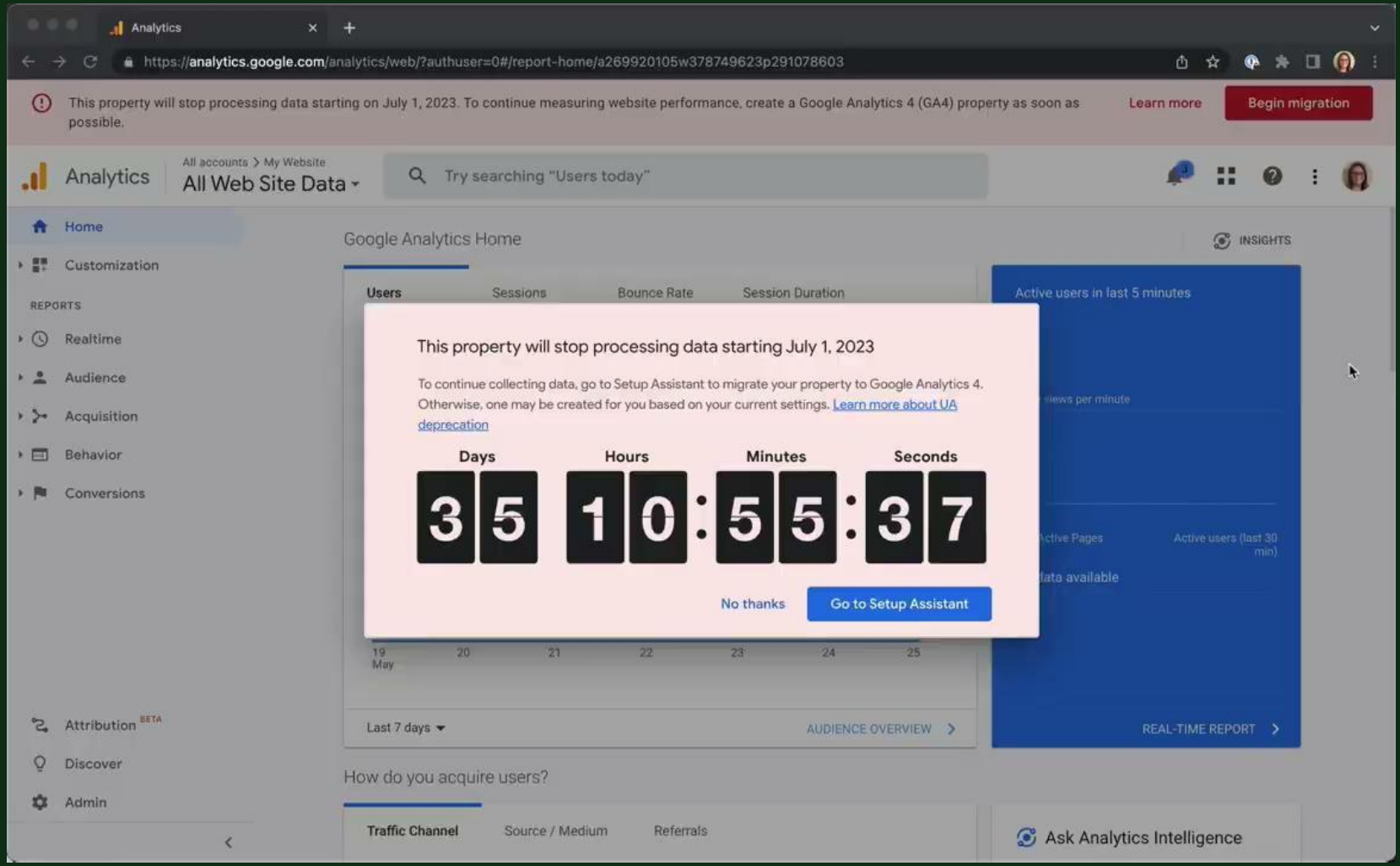
Implementation options

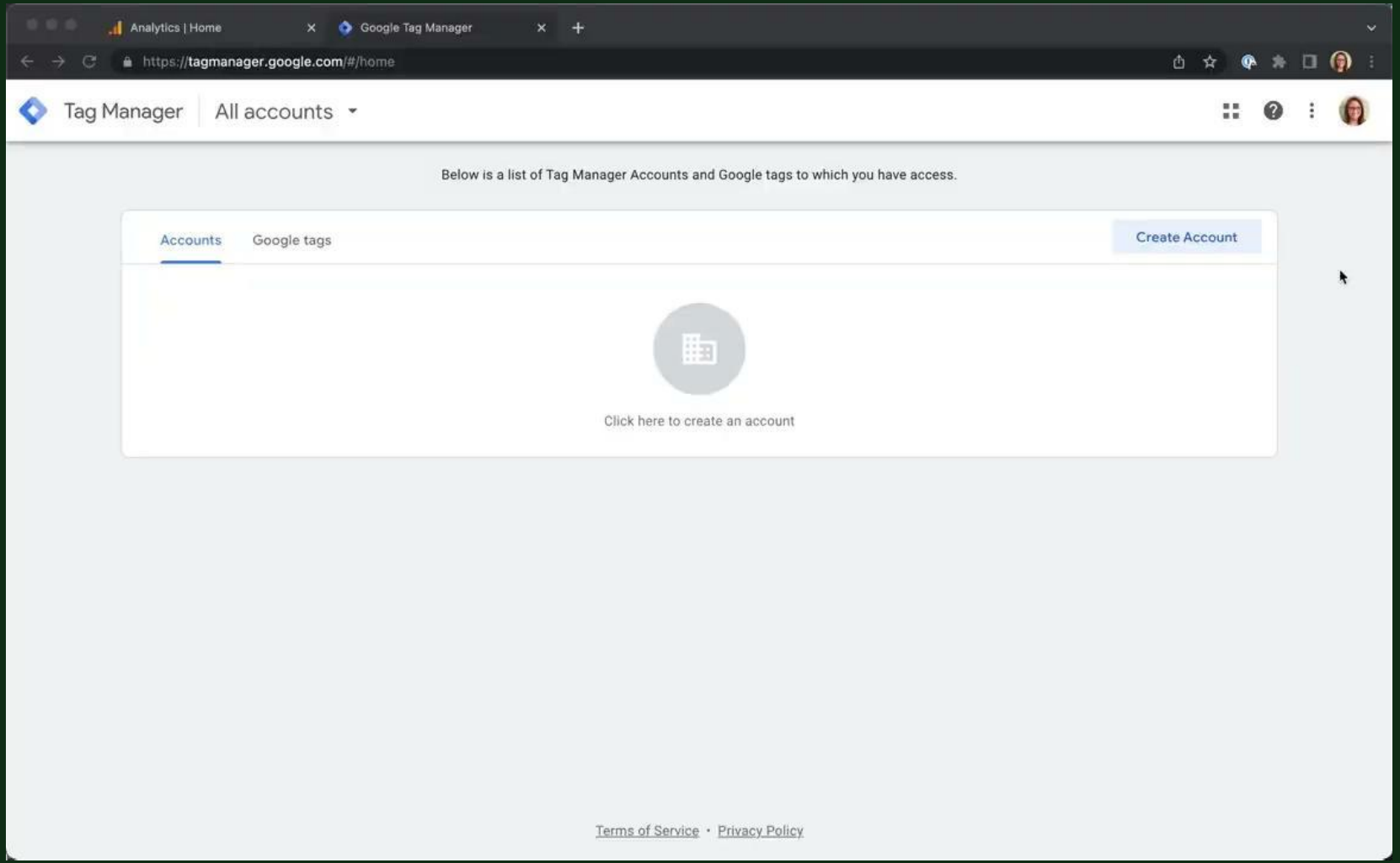
1. Hard-code snippet in templates 😔
2. Google Analytics module 😌
   www.drupal.org/project/google_analytics
3. Google Tag module 😁
   www.drupal.org/project/google_tag

# Benefits of using Google Tag Manager via module

- Supports many types of tags (Facebook Pixel, LinkedIn, Adwords and more)
- Organization's staff can add new tags without going through a developer
- Can set conditions on who and what to track (user roles, paths, 404/403 pages, content types, and more)
- Can disable in development and test environments to avoid data pollution

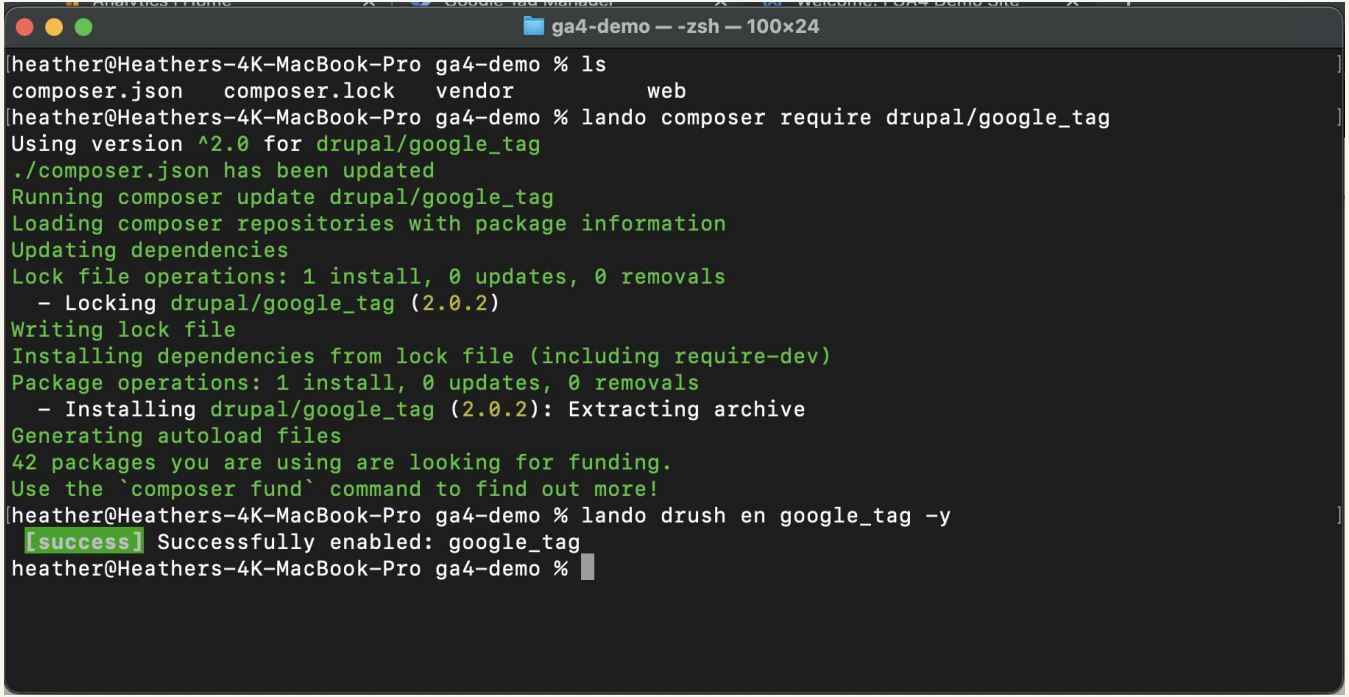
# Set up a GA4 property and GTM tag

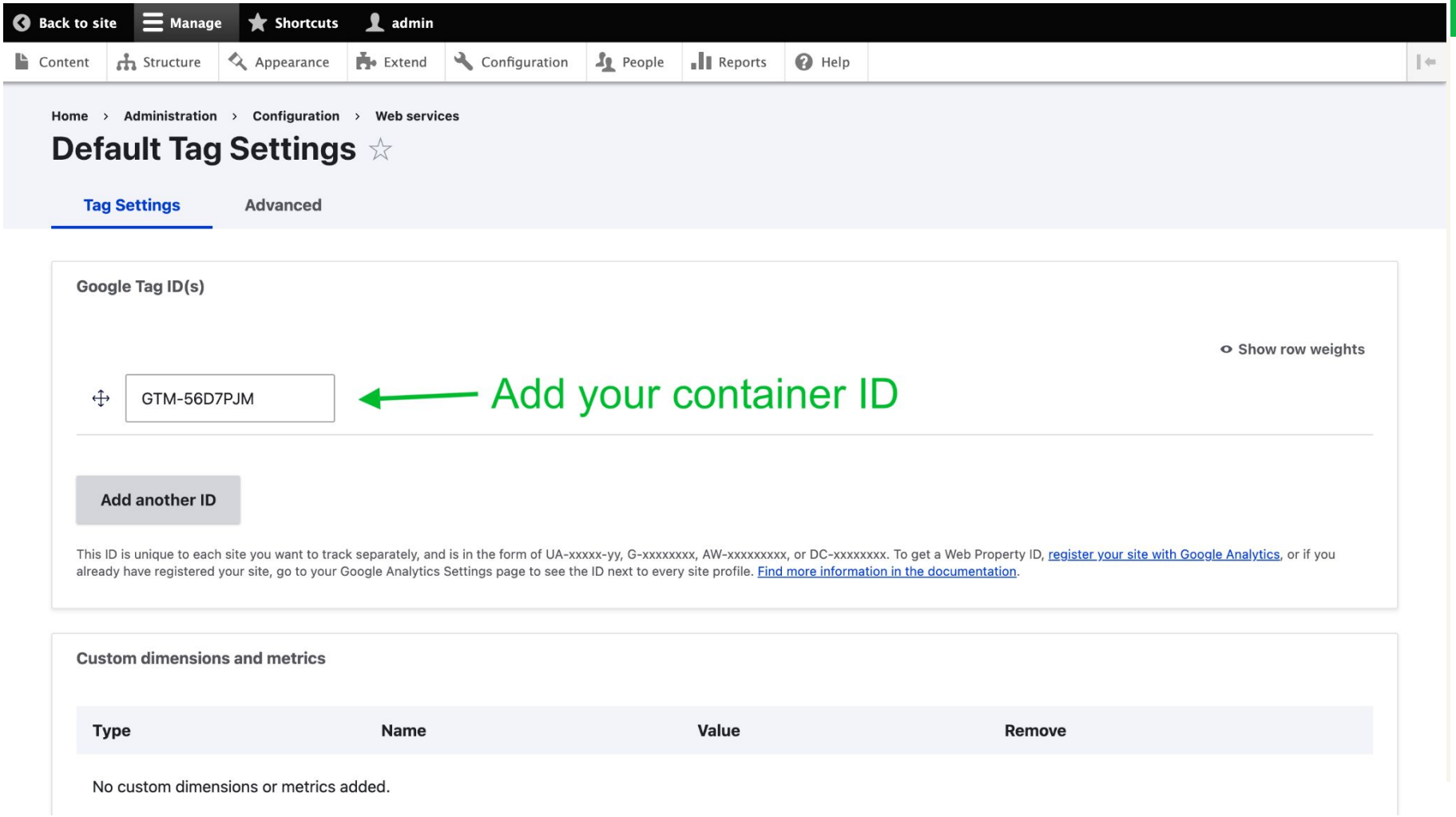

Analytics
https://analytics.google.com/analytics/web/?authuser=0#/report-home/a269920105w378749623p291078603
This property will stop processing data starting on July 1, 2023. To continue measuring website performance, create a Google Analytics 4 (GA4) property as soon as possible.
Learn more
Begin migration
Analytics
All accounts > My Website
All Web Site Data
Try searching "Users today"
Home
Customization
REPORTS
Realtime
Audience
Acquisition
Behavior
Conversions
Attribution BETA
Discover
Admin
Google Analytics Home
INSIGHTS
Users
Sessions
Bounce Rate
Session Duration
Active users in last 5 minutes
This property will stop processing data starting July 1, 2023
To continue collecting data, go to Setup Assistant to migrate your property to Google Analytics 4. Otherwise, one may be created for you based on your current settings. Learn more about UA deprecation
Days
Hours
Minutes
Seconds
35 10:55:37
No thanks
Go to Setup Assistant
19 May
20
21
22
23
24
25
Last 7 days
AUDIENCE OVERVIEW
REAL-TIME REPORT
How do you acquire users?
Traffic Channel
Source / Medium
Referrals
Ask Analytics Intelligence

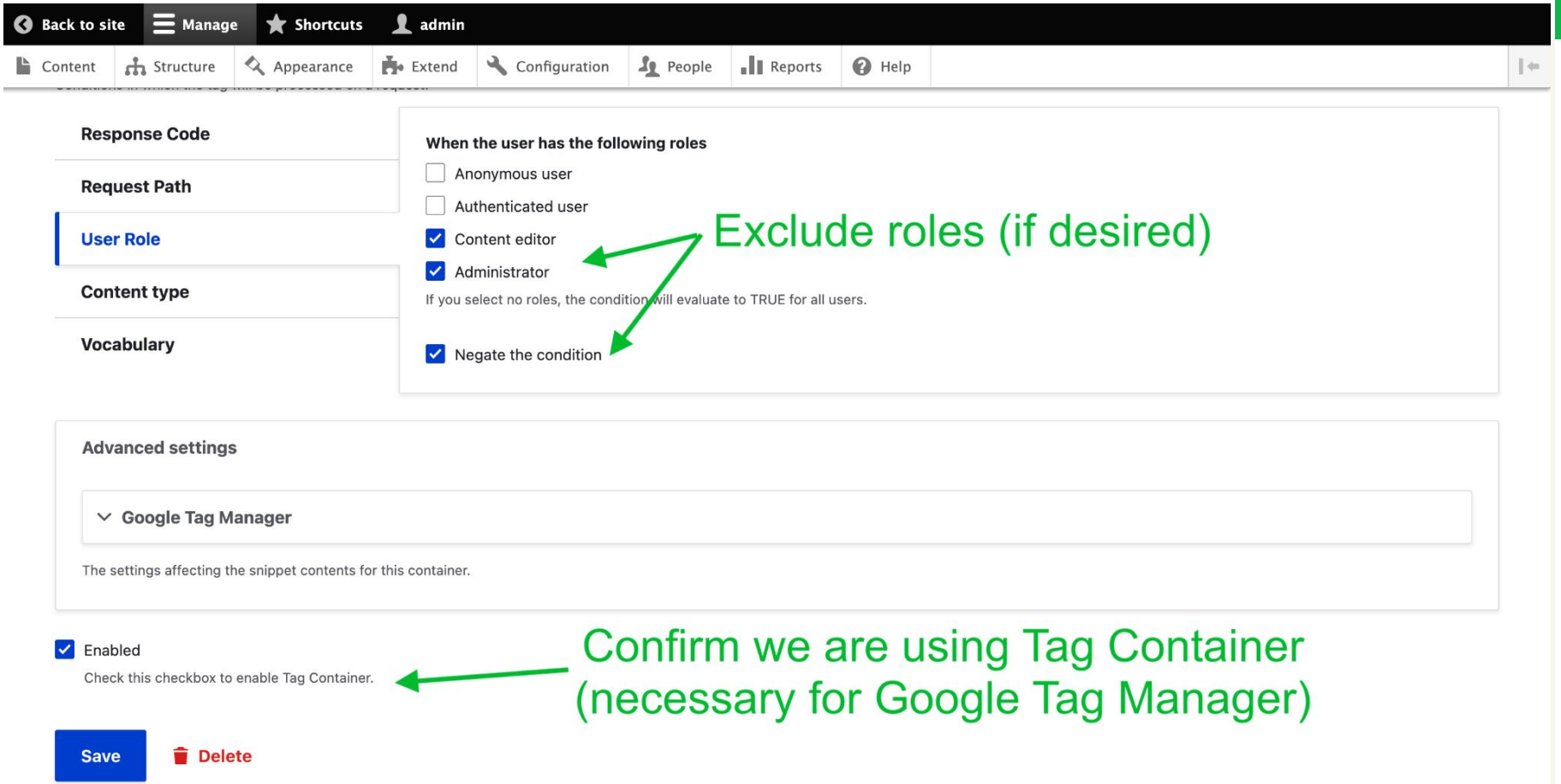

Analytics | Home
Google Tag Manager
https://tagmanager.google.com/#/home
Tag Manager
All accounts
Below is a list of Tag Manager Accounts and Google tags to which you have access.
Accounts
Google tags
Create Account
Click here to create an account
Terms of Service • Privacy Policy

# Install and configure Google Tag module

# INSTALL GOOGLE TAG MODULE




Back to site
Manage
Shortcuts
admin
Content
Structure
Appearance
Extend
Configuration
People
Reports
Help
Home > Administration > Configuration > Web services
Default Tag Settings
Tag Settings
Advanced
Google Tag ID(s)
Show row weights
GTM-56D7PJM
Add your container ID
Add another ID
This ID is unique to each site you want to track separately, and is in the form of UA-xxxxx-yy, G-xxxxxxxx, AW-xxxxxxxxx, or DC-xxxxxxxx. To get a Web Property ID, register your site with Google Analytics, or if you already have registered your site, go to your Google Analytics Settings page to see the ID next to every site profile. Find more information in the documentation.
Custom dimensions and metrics
Type
Name
Value
Remove
No custom dimensions or metrics added.


Back to site
Manage
Shortcuts
admin
Content
Structure
Appearance
Extend
Configuration
People
Reports
Help
Response Code
Request Path
User Role
Content type
Vocabulary
When the user has the following roles
Anonymous user
Authenticated user
Content editor
Administrator
If you select no roles, the condition will evaluate to TRUE for all users.
Negate the condition
Exclude roles (if desired)
Advanced settings
Google Tag Manager
The settings affecting the snippet contents for this container.
Enabled
Check this checkbox to enable Tag Container.
Confirm we are using Tag Container
(necessary for Google Tag Manager)
Save
Delete

# Export configuration and deploy

- Steps will vary depending on your host and how you manage your code

# But wait!

**I don’t want data about my developers and testers.**

GOOGLE TAG MODULE

# How to disable Google Tag in dev/test environments?

Implementation options

## 1 Config Split

Good option if your site is already set up with configuration splits for different environments.

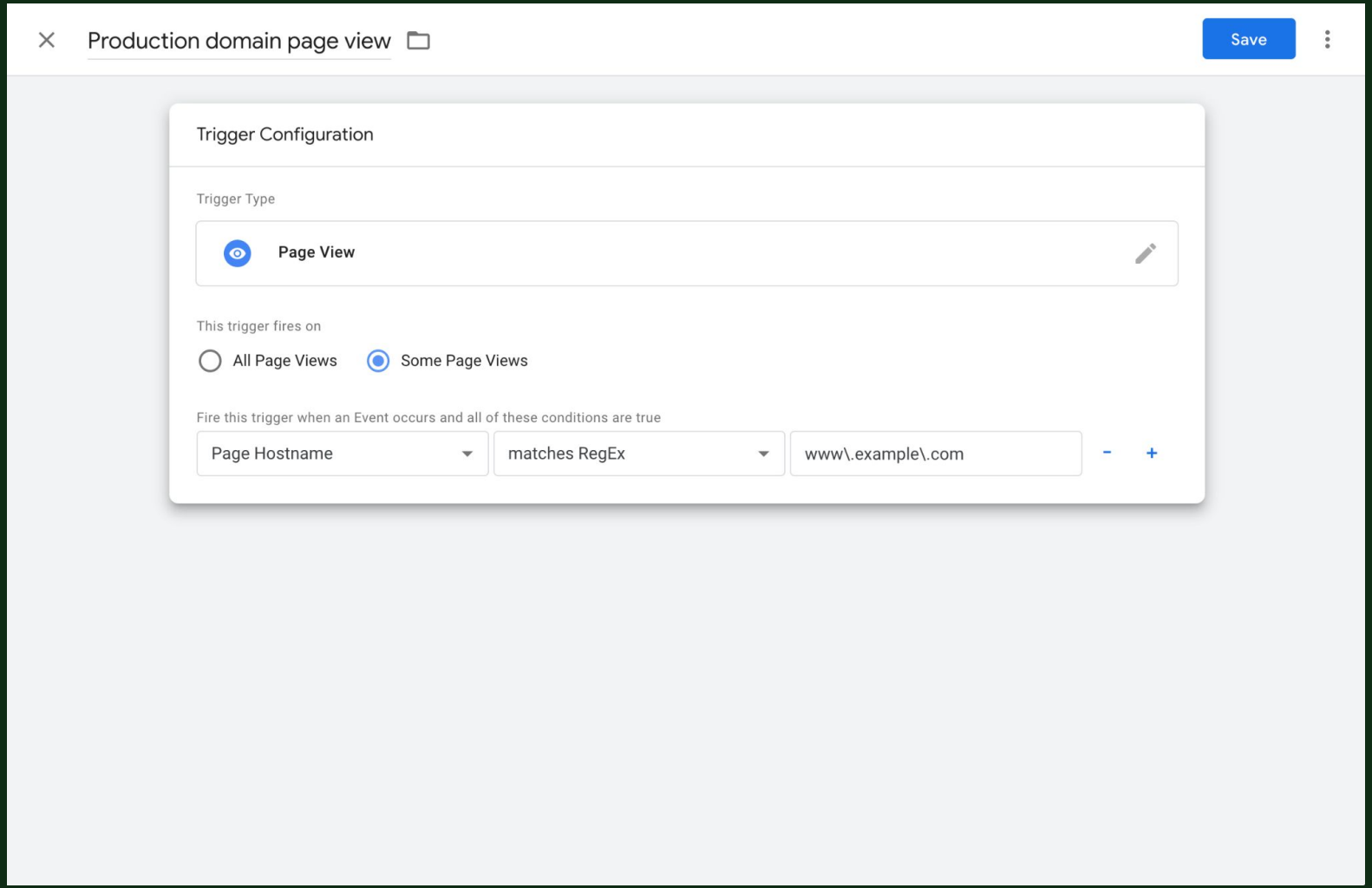
## 2 settings.php

Condition to check for non-live environments, then:

```
$config['google_tag.settings']['default_google_tag_entity'] = '';
```

## 3 Custom GTM trigger

Simplest! Create a Page Views trigger that fires when Page Hostname matches RegEx yourdomain.com


Production domain page view
Save
Trigger Configuration
Trigger Type
Page View
This trigger fires on
All Page Views
Some Page Views
Fire this trigger when an Event occurs and all of these conditions are true
Page Hostname
matches RegEx
www\.example\.com

# What GA4 tracks automatically

WHAT GA4 TRACKS

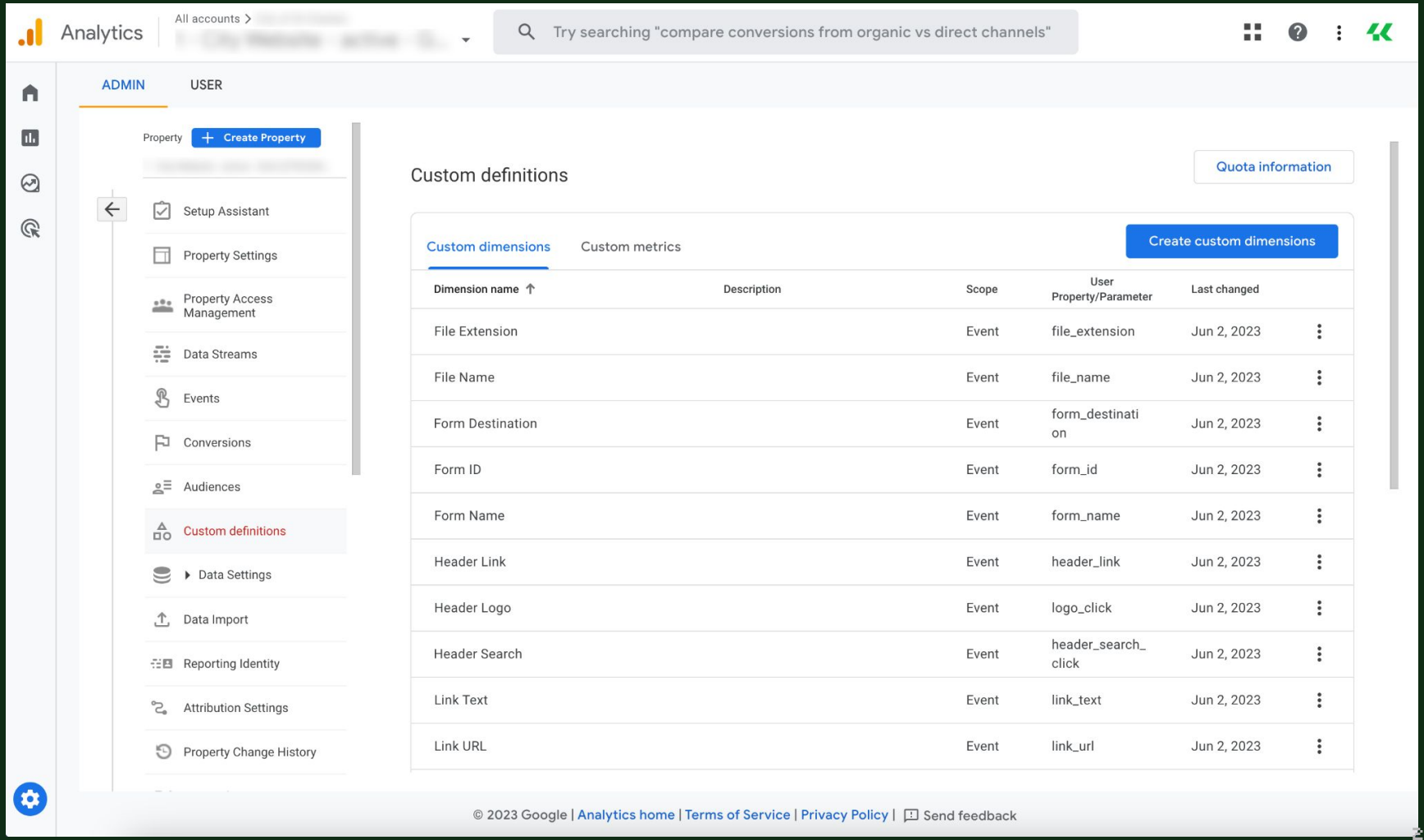
# Automatically (kinda) collected events for web

- click
- file_download
- form_start
- form_submit
- page_view
- scroll
- session_start
- user_engagement
- video_complete
- video_progress
- video_start
- view_search_results

# Extra steps

- Enable Enhanced Measurement
- Map associated parameters to Custom Dimensions to expose them in reports (i.e. file_name for file_download, link_text for click)
- Feels like it should be easier - am I missing something?

**What do you mean by “kinda” automatically collects?!**

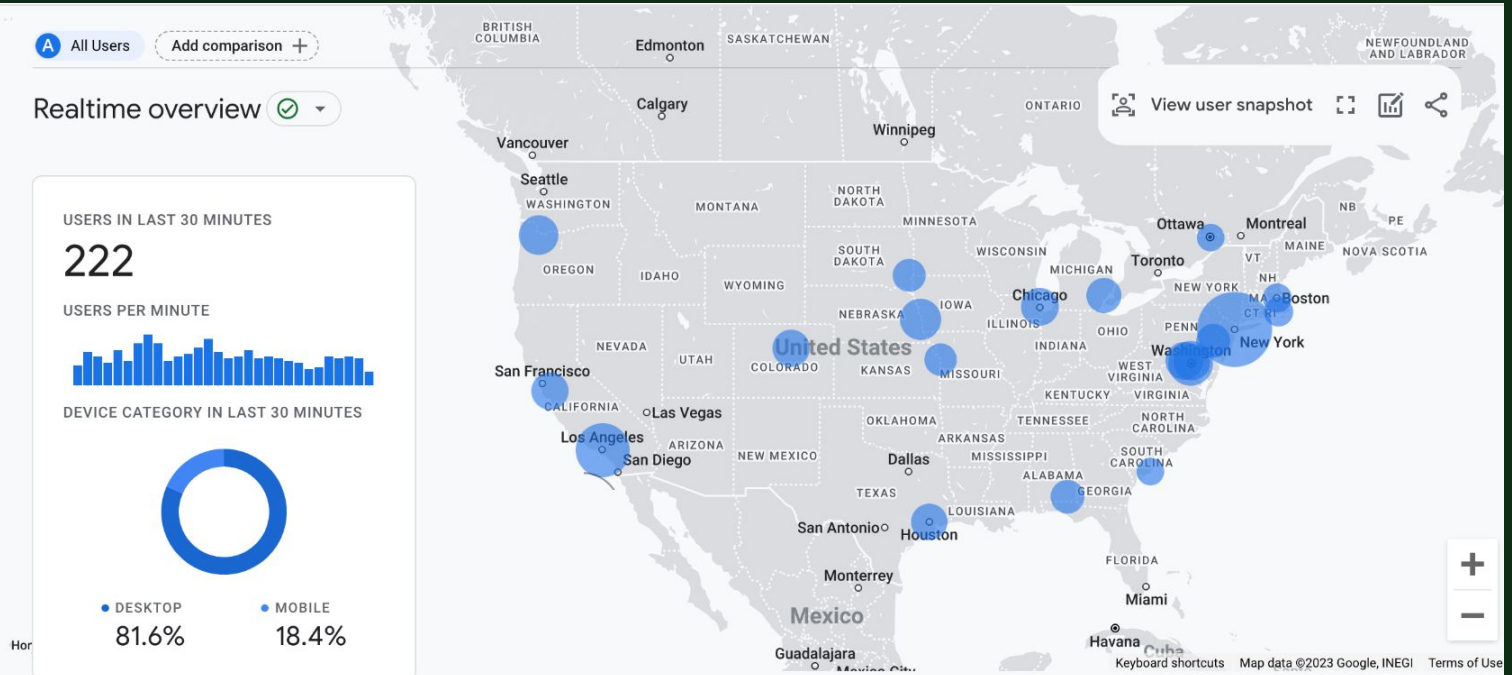

Analytics
All accounts >
Try searching "compare conversions from organic vs direct channels"
ADMIN
USER
Property
Create Property
Setup Assistant
Property Settings
Property Access Management
Data Streams
Events
Conversions
Audiences
Custom definitions
Data Settings
Data Import
Reporting Identity
Attribution Settings
Property Change History
Custom definitions
Quota information
Custom dimensions
Custom metrics
Create custom dimensions
Dimension name
Description
Scope
User Property/Parameter
Last changed
File Extension Event file_extension Jun 2, 2023
File Name Event file_name Jun 2, 2023
Form Destination Event form_destination Jun 2, 2023
Form ID Event form_id Jun 2, 2023
Form Name Event form_name Jun 2, 2023
Header Link Event header_link Jun 2, 2023
Header Logo Event logo_click Jun 2, 2023
Header Search Event header_search_click Jun 2, 2023
Link Text Event link_text Jun 2, 2023
Link URL Event link_url Jun 2, 2023
© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

# Sample report screens

All Users | Add comparison +

# Realtime overview

View user snapshot




USERS IN LAST 30 MINUTES

222

USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES



| DESKTOP | MOBILE |
|---|---|
| 81.6% | 18.4% |

## Users by First user source

#1 google

26
45.61%

| FIRST USER SOURCE | USERS |
|---|---|
| google | 26 |
| (direct) | 25 |
| bing | 2 |

## Users by Audience

#1 All Users

223
100%

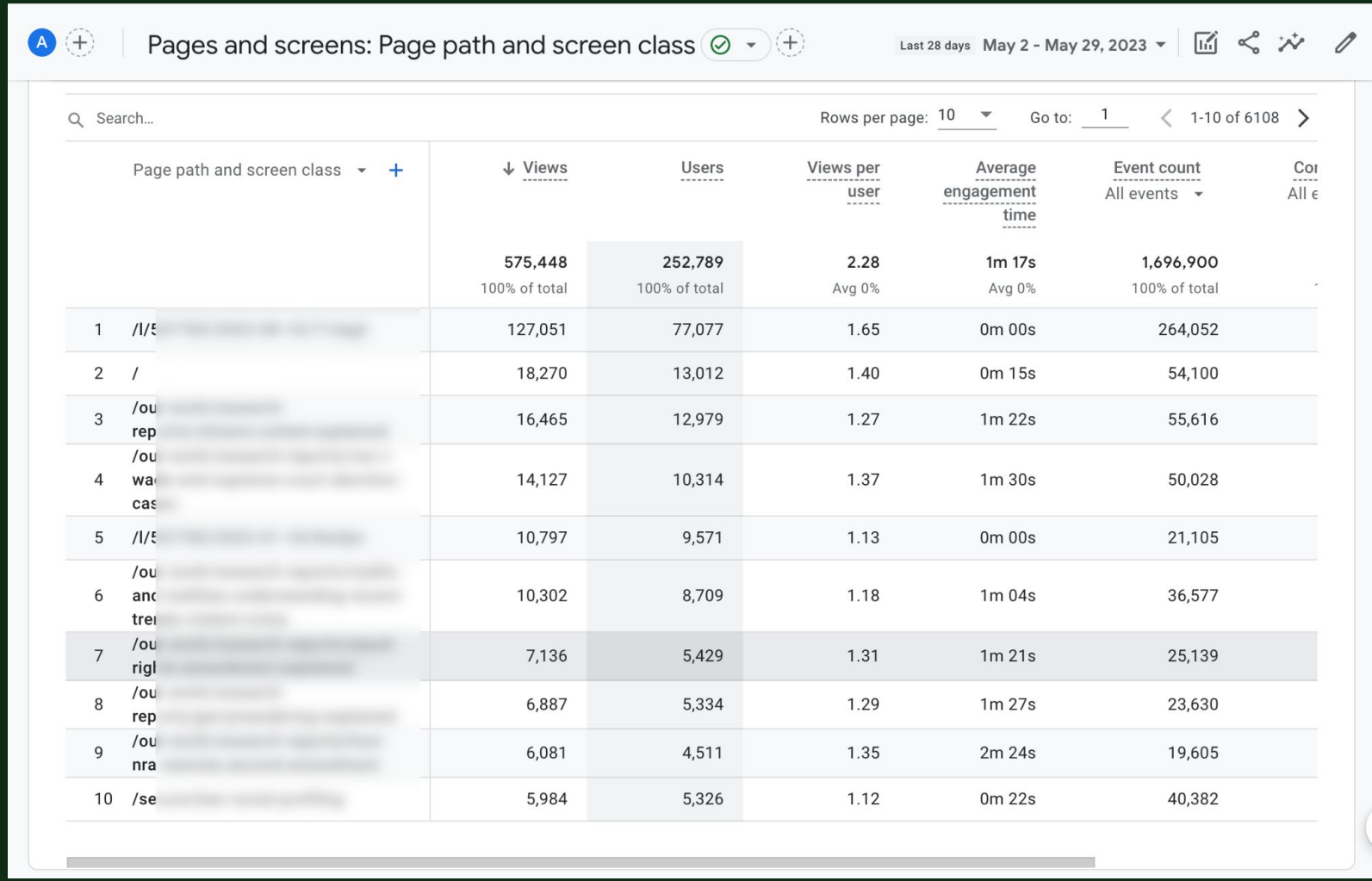
| AUDIENCE | USERS |
|---|---|
| All Users | 223 |

## Views by Page title and screen name

#1 [redacted]

44
7.93%

| PAGE TITLE AND S... | VIEWS |
|---|---|
| [redacted] | 44 |
| [redacted] | 31 |
| [redacted] | 22 |




| | Page path and screen class | Views | Users | Views per user | Average engagement time | Event count All events | Co All e |
|---|---|---|---|---|---|---|---|
| | | 575,448 100% of total | 252,789 100% of total | 2.28 Avg 0% | 1m 17s Avg 0% | 1,696,900 100% of total | |
| 1 | /l/5 | 127,051 | 77,077 | 1.65 | 0m 00s | 264,052 | |
| 2 | / | 18,270 | 13,012 | 1.40 | 0m 15s | 54,100 | |
| 3 | /ou rep | 16,465 | 12,979 | 1.27 | 1m 22s | 55,616 | |
| 4 | /ou wa cas | 14,127 | 10,314 | 1.37 | 1m 30s | 50,028 | |
| 5 | /l/5 | 10,797 | 9,571 | 1.13 | 0m 00s | 21,105 | |
| 6 | /ou and tre | 10,302 | 8,709 | 1.18 | 1m 04s | 36,577 | |
| 7 | /ou rigl | 7,136 | 5,429 | 1.31 | 1m 21s | 25,139 | |
| 8 | /ou rep | 6,887 | 5,334 | 1.29 | 1m 27s | 23,630 | |
| 9 | /ou nra | 6,081 | 4,511 | 1.35 | 2m 24s | 19,605 | |
| 10 | /se | 5,984 | 5,326 | 1.12 | 0m 22s | 40,382 | |

page_view

Last 28 days May 2 - May 29, 2023

Include Event name = user_engagement AND Include Platfor...

User engagement > Page title

| TITLE | % TOTAL | AVG. TIME |
|---|---|---|
| Citizens Un...c | 5.6% ↓ 6.8% | 1m 27s ↑ 8.5% |
| Roe v. Wad...o | 4.2% ↑ 24.6% | 1m 02s ↑ 8.3% |
| The Equal ...or | 2.5% ↓ 29.8% | 1m 15s ↓ 21.4% |
| Gerrymande... | 2.4% ↓ 28.9% | 1m 17s ↓ 10.1% |
| Myths and R... | 2.7% ↓ 12.3% | 0m 55s ↑ 1.3% |
| The Elector...f | 1.6% ↑ 1.3% | 1m 38s ↑ 4.0% |
| The Posse C... | 1.7% ↑ 59.1% | 1m 46s ↑ 7.4% |
| The Suprem... | 2.0% ↑ 13...% | 2m 43s ↑ 48.4% |
| The Caution... | 0.5% ↓ 73.3% | 1m 56s ↓ 16.8% |

1-9 of 5000

Event count by Country

| COUNTRY | EVENT COUNT |
|---|---|
| United States | 521K |
| United Kingdom | 8.2K |
| Canada | 6.7K |
| Australia | 2.9K |
| Philippines | 2.9K |
| Germany | 2.4K |
| India | 2.2K |

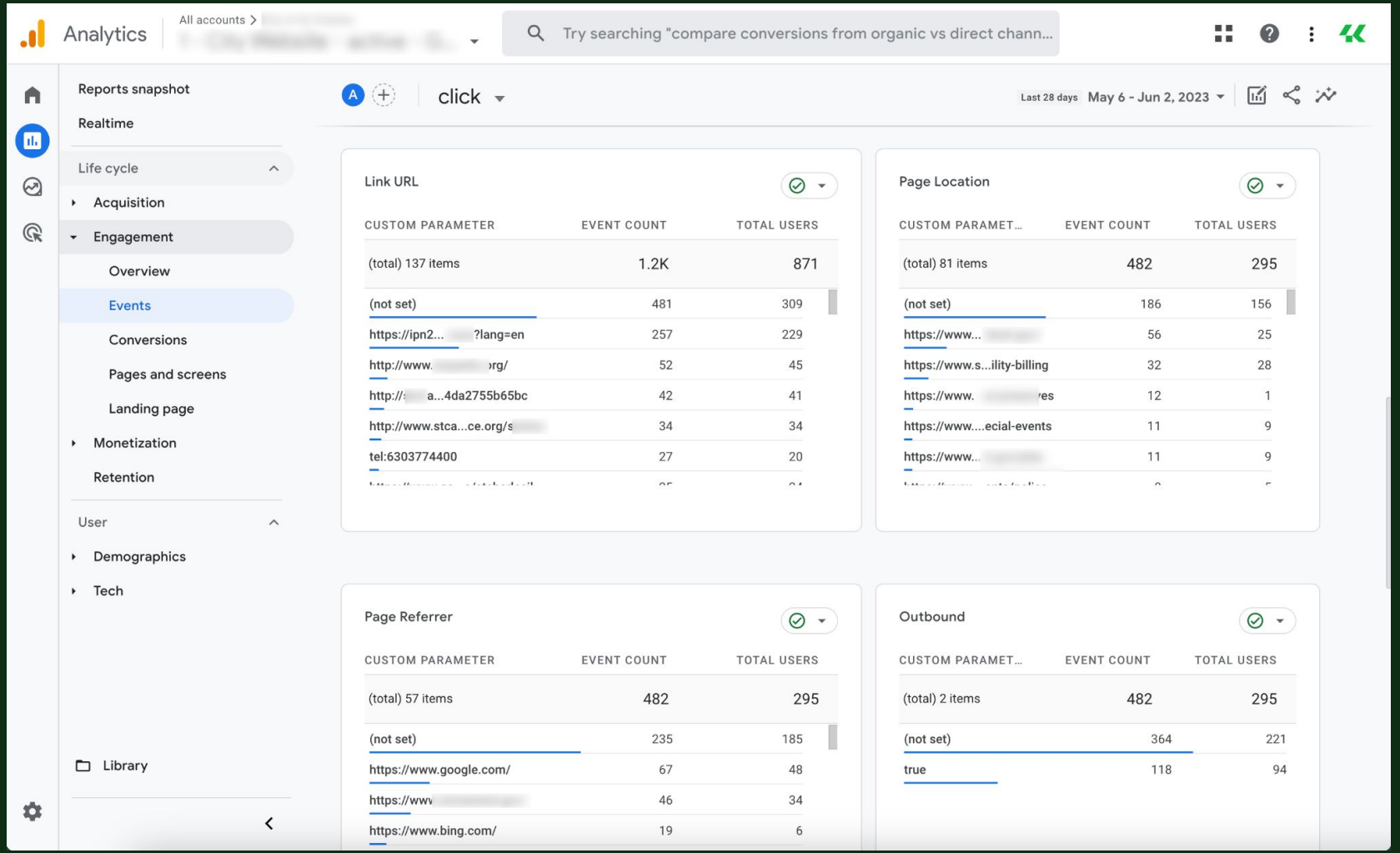
Event count by Gender

No data available

EVENT COUNT / SESSIONS

1.6

↓ 18.9%


Analytics
All accounts >
Try searching "compare conversions from organic vs direct chann...
Reports snapshot
Realtime
Life cycle
Acquisition
Engagement
Overview
Events
Conversions
Pages and screens
Landing page
Monetization
Retention
User
Demographics
Tech
Library
click
Last 28 days May 6 - Jun 2, 2023
Link URL
CUSTOM PARAMETER EVENT COUNT TOTAL USERS
(total) 137 items 1.2K 871
(not set) 481 309
https://ipn2... ?lang=en 257 229
http://www. org/ 52 45
http:// a...4da2755b65bc 42 41
http://www.stca...ce.org/ 34 34
tel:6303774400 27 20
Page Location
CUSTOM PARAMET... EVENT COUNT TOTAL USERS
(total) 81 items 482 295
(not set) 186 156
https://www... 56 25
https://www.s...ility-billing 32 28
https://www. es 12 1
https://www....ecial-events 11 9
https://www... 11 9
Page Referrer
CUSTOM PARAMETER EVENT COUNT TOTAL USERS
(total) 57 items 482 295
(not set) 235 185
https://www.google.com/ 67 48
https://www 46 34
https://www.bing.com/ 19 6
Outbound
CUSTOM PARAMET... EVENT COUNT TOTAL USERS
(total) 2 items 482 295
(not set) 364 221
true 118 94

# Some observations

Learning how to utilize the built-in reports requires patience and practice

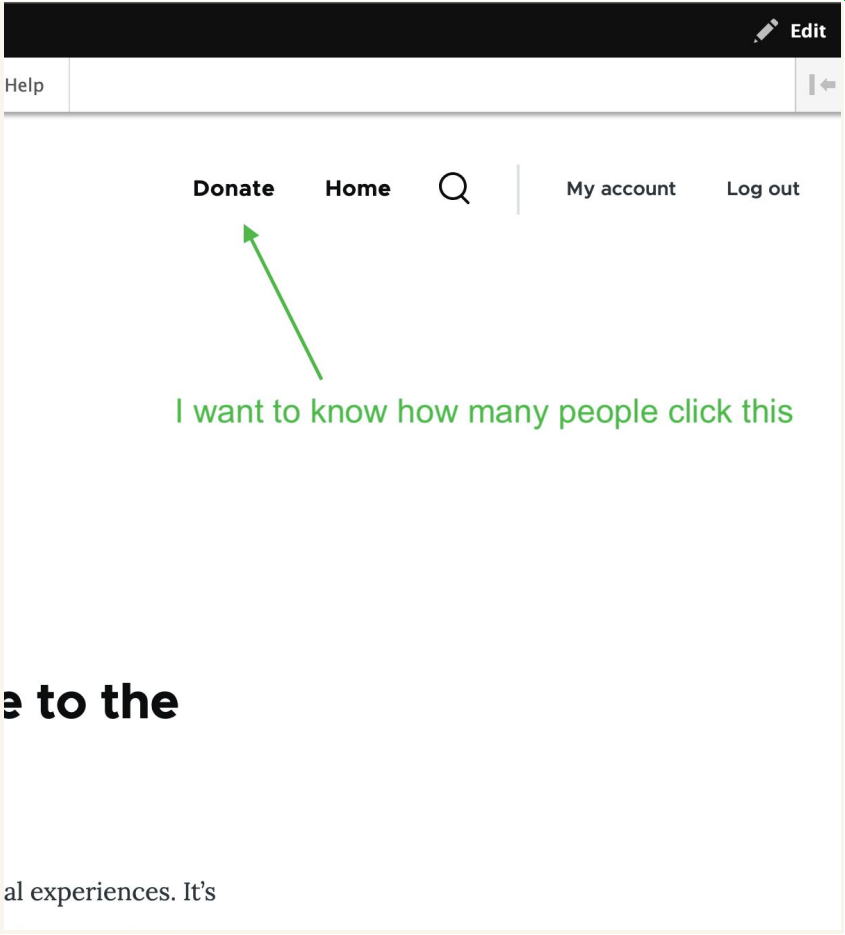
- Date ranges are easier to select
- Dashboards consist of tiny boxes that cut off information
- Can’t drill down on many reports like you could in UA
- Filtering by dimensions is sometimes easy, sometimes not

# Tracking custom events

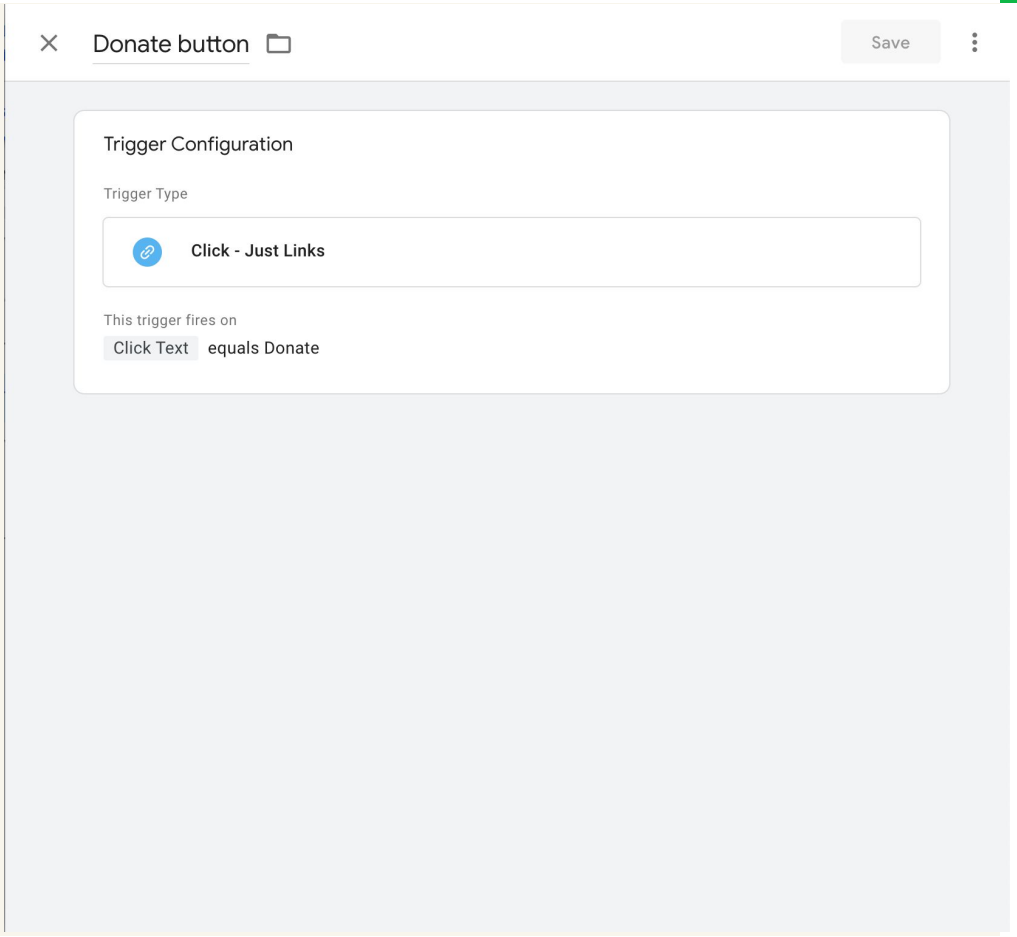
# Identify your event

Choose from automatic or recommended events

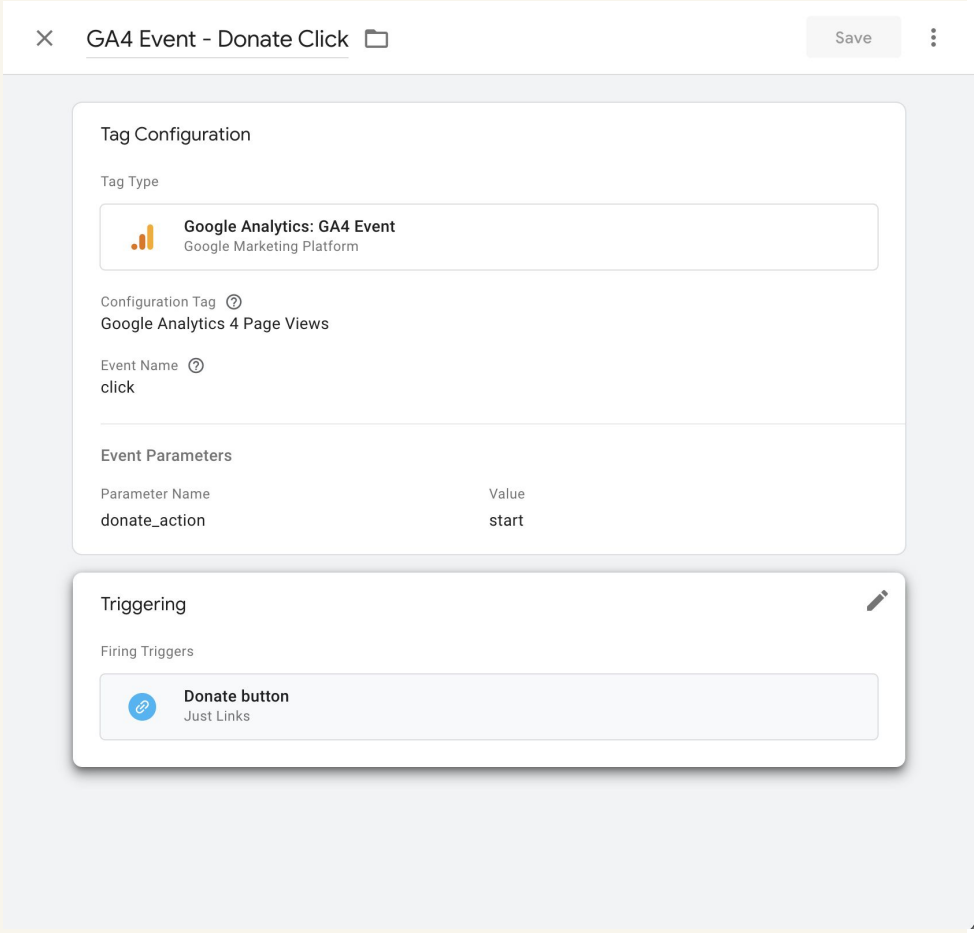
What unique feature of the element can you use to distinguish from other events? Class, link text, URL...



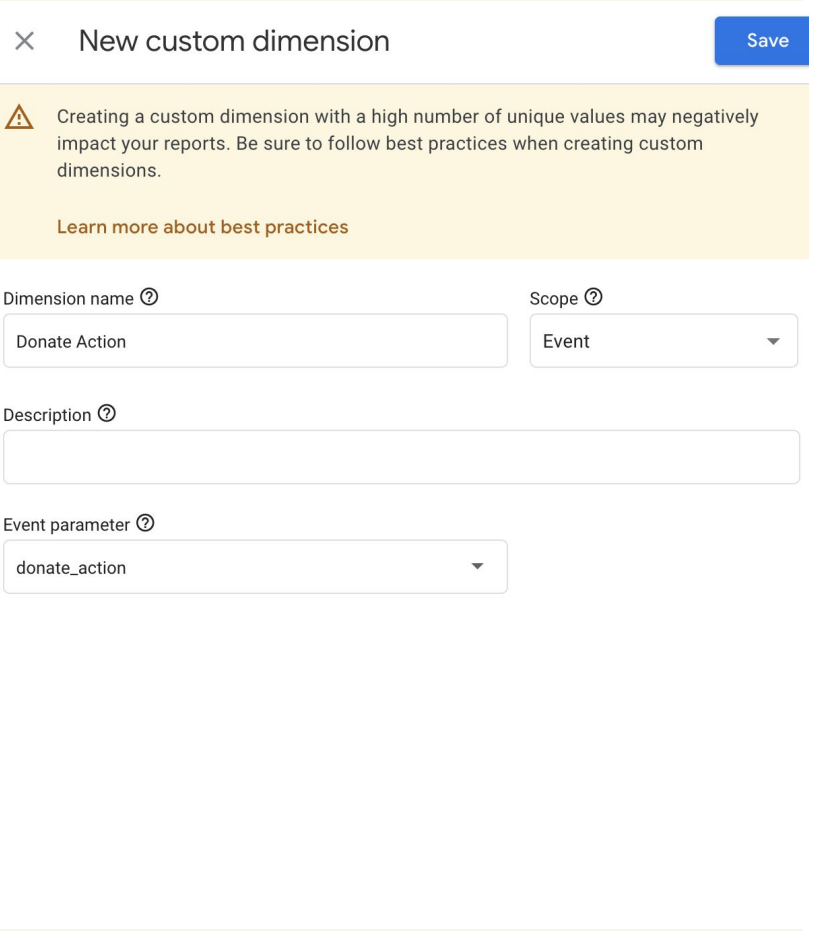
# Add a custom trigger



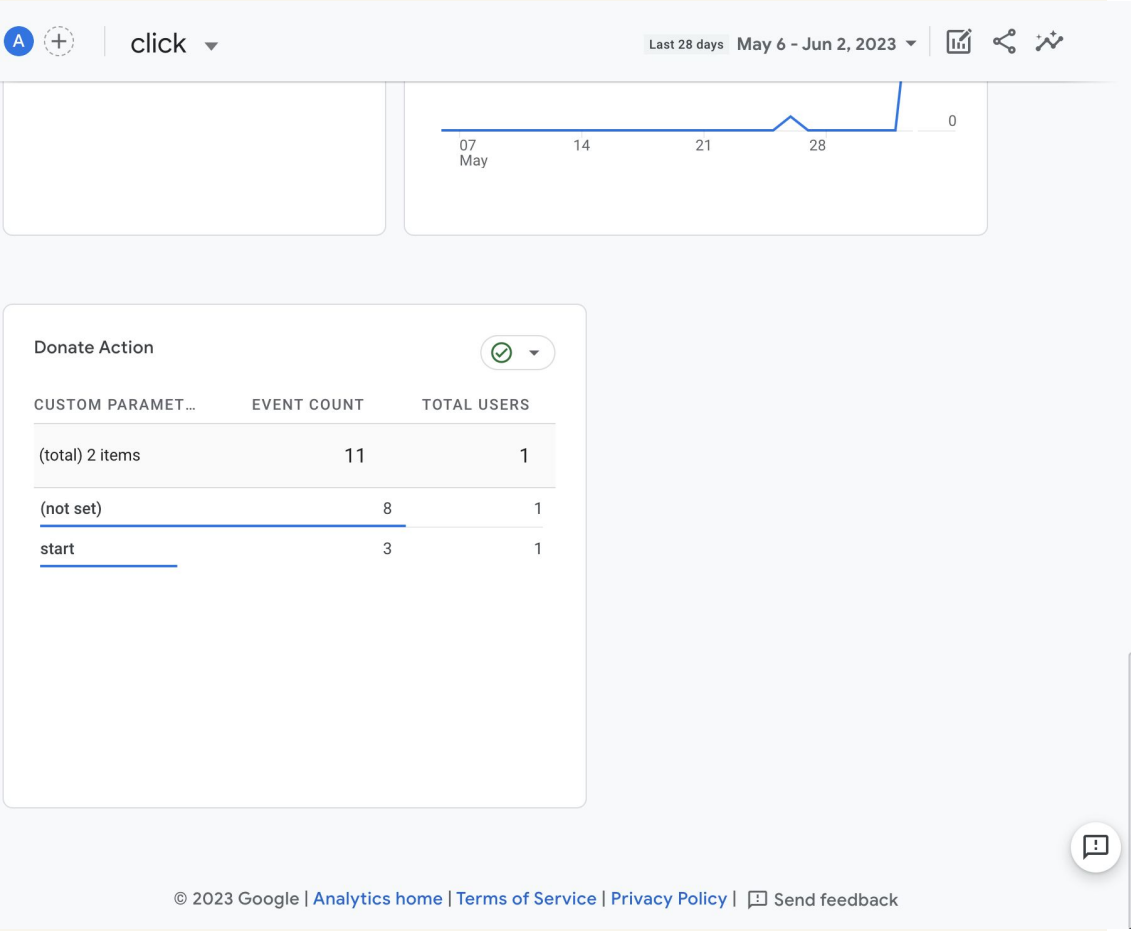
# Throw the event - add an event tag



# Catch the event - add a custom dimension



# View the custom dimension in reports



WHAT WILL THE FUTURE HOLD?

# The landscape is evolving

- Users are learning GA4 and developing best practices
- Google is evolving the product itself
- Other, simpler tools may meet the needs of many site owners for basic analytics

# Thank you!

Questions?

Four Kitchens