

# DEMYSTIFYING GOOGLE ANALYTICS

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The Rockland Business Association  
Professional Marketing Council

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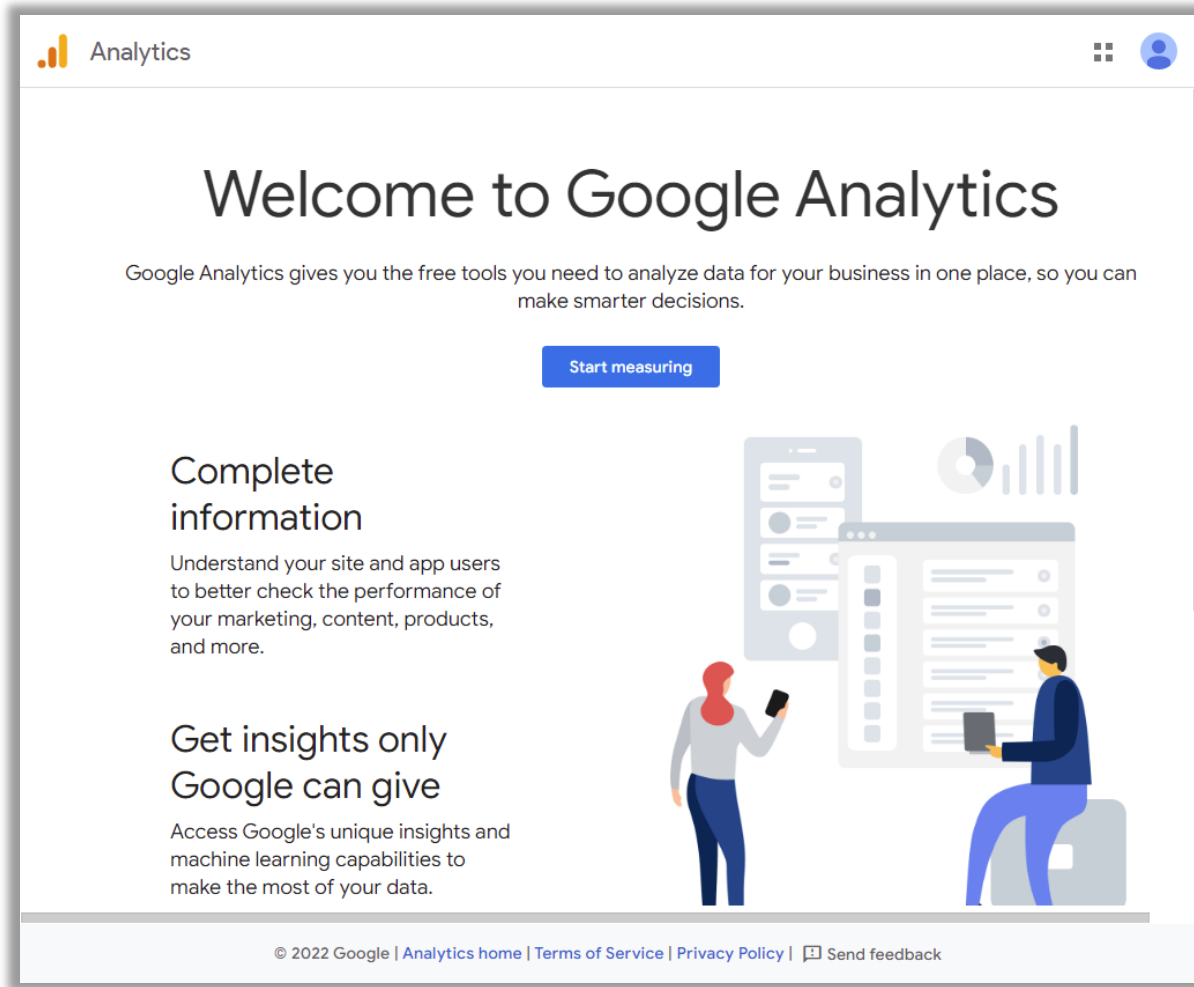
# Agenda

- ❑ What are Google Analytics and Google Search Console?
- ❑ Connecting websites to Analytics and Search Console
- ❑ Reporting Overview
- ❑ Future Considerations

# What is Google Analytics?

- ❑ Google Analytics is a free analytics service that tracks and reports on website and app data
  - ❑ Number of users, bounce rates, session duration, page views, referrers, technology
- ❑ You need a Google account to sign up
- ❑ It does not cost anything to have an Analytics account
- ❑ It's been around since 2012

# How to Do It – [marketingplatform.google.com](https://marketingplatform.google.com)



The image shows a screenshot of the Google Analytics homepage. At the top left, there is the Analytics logo and the word "Analytics". At the top right, there are icons for a grid and a user profile. The main heading is "Welcome to Google Analytics". Below this, a paragraph states: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A blue button labeled "Start measuring" is centered below the paragraph. To the left, under the heading "Complete information", the text reads: "Understand your site and app users to better check the performance of your marketing, content, products, and more." Below this, under the heading "Get insights only Google can give", the text reads: "Access Google's unique insights and machine learning capabilities to make the most of your data." To the right of the text, there is an illustration of a woman in a red headscarf holding a smartphone and a man in a blue suit sitting on a large grey cube, working on a laptop. In the background, there are several floating icons representing data visualizations: a pie chart, a bar chart, and a line graph. At the bottom of the page, there is a footer with the text: "© 2022 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)".

# How to Do It – UA Setup

**Analytics**

Account setup

**2** Property setup

**Property details**  
A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)  
[\\*Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name  
RBA Test Property **1**

Reporting time zone  
United States ▼ (GMT-07:00) Los Angeles Time ▼ **2**

Currency  
US Dollar (USD \$) ▼

You can edit these property details later in Admin

Show advanced options **3**

Next Previous

# How to Do It – UA Setup

Hide advanced options

Create a Universal Analytics property



The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It is not recommended for new Analytics users, and it will not support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL

https://

michaelloewenberg.com

2

Create both a Google Analytics 4 and a Universal Analytics property

This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)

Enable enhanced measurement for Google Analytics 4 property

**Automatically measure interactions on your sites in addition to standard screen view measurement.**

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

3

Create a Universal Analytics property only

Next

Previous

# How to Do It – UA Setup

The screenshot displays the Google Analytics interface for a property named "RBA Test Property (UA-228913465-1)". At the top, a notification states that Universal Analytics will no longer process new data in standard properties beginning July 1, 2023, and advises switching to a Google Analytics 4 property. The main navigation bar includes "ADMIN" and "USER" tabs, with "ADMIN" selected. The left sidebar contains various administrative options, with "Tracking Info" expanded to show "Tracking Code". The main content area is divided into sections: "Tracking ID" (UA-228913465-1) with a status of "No data received in past 48 hours", "Website Tracking", and "Global Site Tag (gtag.js)". The "Global Site Tag" section provides instructions and a code snippet for implementation. Below this, the "Connected Site Tags" section shows "0 connected" tags.

Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. [Dismiss](#) [Learn more](#) [Let's go](#)

Analytics All accounts > RBA Test Property All Web Site Data

ADMIN USER

Property [+ Create Property](#)

RBA Test Property (UA-228913465-1)

- GA4 Setup Assistant
- Property Settings
- Property Access Management
- Tracking Info
  - Tracking Code**
  - Data Collection
  - Data Retention
  - User-ID
  - Session Settings
  - Organic Search Sources
  - Referral Exclusion List
  - Search Term Exclusion List
- Property Change History
- Data Deletion Requests

PRODUCT LINKS

**Tracking ID** **Status**

UA-228913465-1 No data received in past 48 hours. [Learn more](#)

**Website Tracking**

**Global Site Tag (gtag.js)**

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-228913465-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-228913465-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

**Connected Site Tags**  
Load tags for additional properties or products using this property's on-page global site tag. [Learn more](#) 0 connected

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# Google Analytics is Changing!

- ❑ OLD: Universal Analytics – UA
- ❑ NEW: Google Analytics 4 – GA4
- ❑ The Analytics we know goes away in July 2023
- ❑ The new one is better – all about Digital Marketing and view of how your customer interacts with all your technology
- ❑ We can and should use both over the next year
- ❑ How you set up Analytics with your website matters

# Universal Analytics and G4

## Universal Analytics UA-XXXXXX-Y".

- Counts Sessions
- Uses Cookies
- Different views for each data source
- Canned Reporting
- Set up with UA Script
- Website Oriented

## Google Analytics 4 (G4) G-XXXXXXXX

- Counts Events
- Uses consolidated Data Streams for all sources
- Flexible Reporting
- Captures interactions across platforms (web + apps)
- Better insights on customer behavior (AI)

# Here's What To Do

- ❑ Set up BOTH UA and G4 for your website
- ❑ You can add Analytics to sites built with WordPress, Wix (not the free one), GoDaddy, Squarespace, Weebly and more
- ❑ Use the Google to learn how it works for your site
- ❑ Experiment and Explore. You can't break it!

# How to Do It – GA4 Setup

**Analytics**

Account setup

**2** Property setup

**Property details**  
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Create a Google Analytics 4 property to measure your web and/or app data.

Property name  
RBA Test Property **1**

Reporting time zone  
United States ▾ (GMT-07:00) Los Angeles Time ▾ **2**

Currency  
US Dollar (USD \$) ▾

You can edit these property details later in Admin

[Show advanced options](#) **3**

**Next** Previous

# How to Do It – G4 Setup

## × Web stream details

STREAM URL

https://michaelloewenberg.com

STREAM NAME

mine

MEASUREMENT ID

1

G-XCX69QRJ7N



STREAM ID

3567795692

STATUS

No data received in past 48 hours. [Learn more](#)



### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 3 more

2



# How to Do It – Giving Access to Others

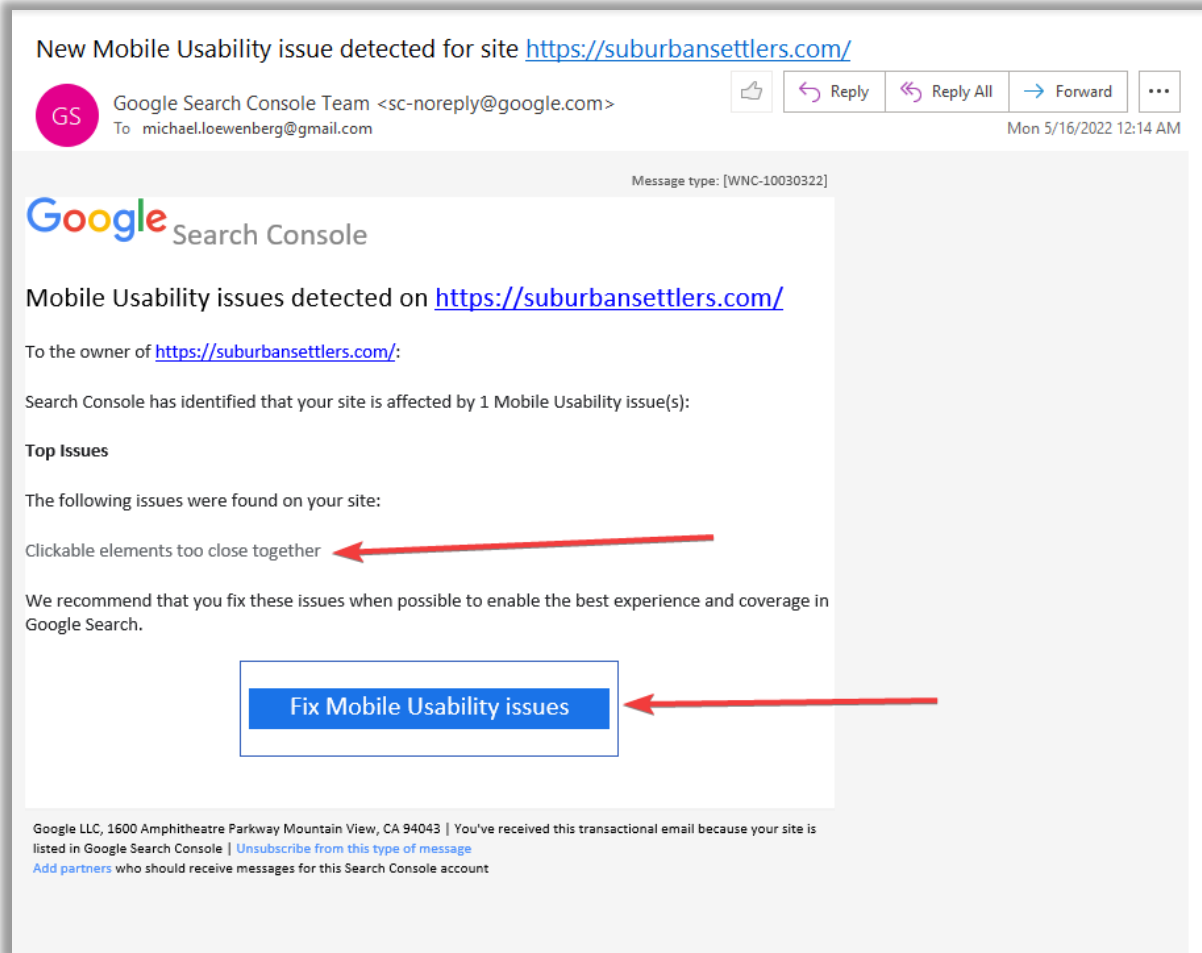
The screenshot displays the Analytics interface for the 'RBA Test Property'. The top navigation bar includes the 'Analytics' logo, the breadcrumb 'All accounts > RBA Test', and a search bar with the text 'Try searching "where did my users come from"'. Below the navigation bar, there are two tabs: 'ADMIN' (selected) and 'USER'. The 'ADMIN' tab is divided into two columns: 'Account' and 'Property'. The 'Account' column lists several options: '+ Create Account', 'RBA Test' (selected), 'Account Settings', 'Account Access Management' (indicated by a red arrow), 'All Filters', 'Account Change History', and 'Trash Can'. The 'Property' column lists: '+ Create Property', 'RBA Test Property (315315625)' (selected), 'Setup Assistant', 'Property Settings', 'Property Access Management' (indicated by a red arrow), 'Data Streams', 'Data Settings', 'Data Import', 'Reporting Identity', 'Attribution Settings', 'Property Change History', and 'Data Deletion Requests'. At the bottom of the 'Property' column, there is a section for 'PRODUCT LINKS'.

# Google Search Console

- ❑ Provides information about site errors
- ❑ Mobile Friendliness issues
- ❑ Site Map coverage problems
- ❑ Shows the Search Terms used in to get to your site

Set up Analytics first. Then connect Search Console. → [search.google.com](https://search.google.com)

# Search Console Email Example



Email Error Notifications

Link to Search Console

Hints to Fix It

# Search Console Example

The screenshot displays the Google Search Console interface for the URL `https://suburbansettlers.com/`. The left sidebar shows navigation options including Overview, Performance, URL inspection, Index, Coverage, Sitemaps, Removals, Experience, Page Experience, Core Web Vitals, Mobile Usability (highlighted), Enhancements, Breadcrumbs, Sitelinks searchbox, Security & Manual Actions, Legacy tools and reports, Links, Settings, and Submit feedback.

The main content area is titled "Mobile Usability > Clickable elements too close together" and includes "EXPORT" and "SHARE" buttons. A red circle with the number "1" highlights the source information: "Source: Smartphone crawler" and "Last updated: 5/14/22".

A red circle with the number "2" highlights the error title "Clickable elements too close together" and the status "Status: Error". Below this, there is a "LEARN MORE" link.

A red circle with the number "4" highlights the "Done fixing?" text and the "VALIDATE FIX" button.

The "Affected pages" section shows a bar chart with a red circle with the number "1" indicating the count. The x-axis represents dates from 2/14/22 to 5/4/22. The chart shows several red bars of height 1, indicating affected pages on 3/8/22, 3/15/22, 3/22/22, 3/29/22, 3/31/22, 4/11/22, 4/23/22, and 5/4/22.

The "Examples" section shows a table with a red circle with the number "3" highlighting the URL `https://suburbansettlers.com/suburban-services/` and the date "Mar 31, 2022".



# Wrap Up - Useful Tips & Resources

- ❑ Make sure UA and G4 are active on your website so you have historical data for analysis
- ❑ Change your Analytics Dashboard to show the Reports you want to see
- ❑ Add the Google Analytics app to your phone for quick, intuitive voice search
- ❑ Check out [searchenginejournal.com](https://searchenginejournal.com)
- ❑ ...and the Google

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