



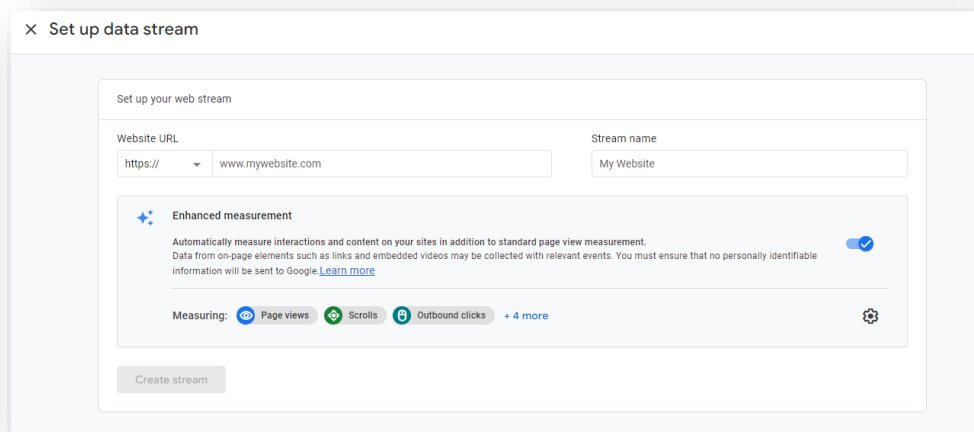
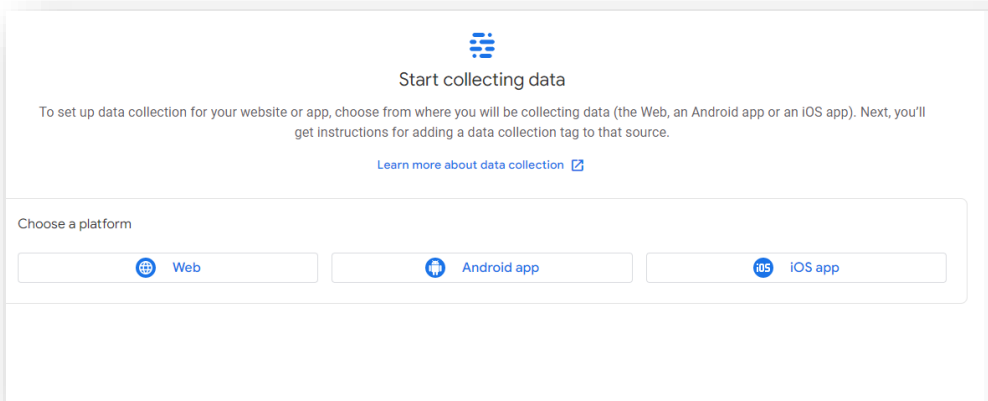
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HOW TO UPGRADE TO GA4: 11 Easy Steps.

If you've missed the big flashing sign to "UPGRADE TO GA4", you've probably not logged into Google Analytics recently. Go there now – the upgrade process is simple.

1. Do a data / website audit so you can create better reports and events tracking. (Ask us if you need help.)
2. Sign in and **install GA4**
3. Create a new property
4. Set up your website as a "Web Data Stream" (we recommend leaving "Enhanced measurement" on so GA will automatically track some extra events like Scrolls and File download:



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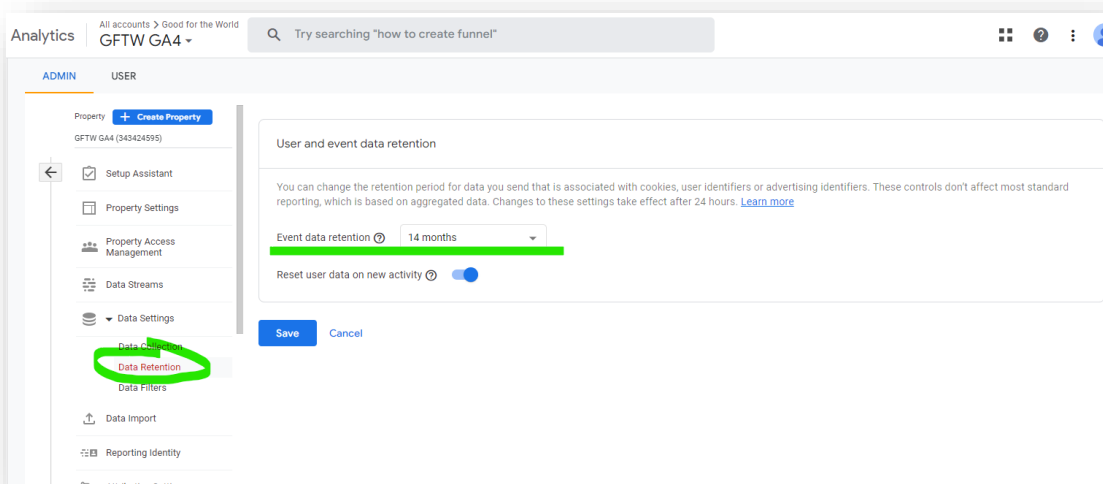
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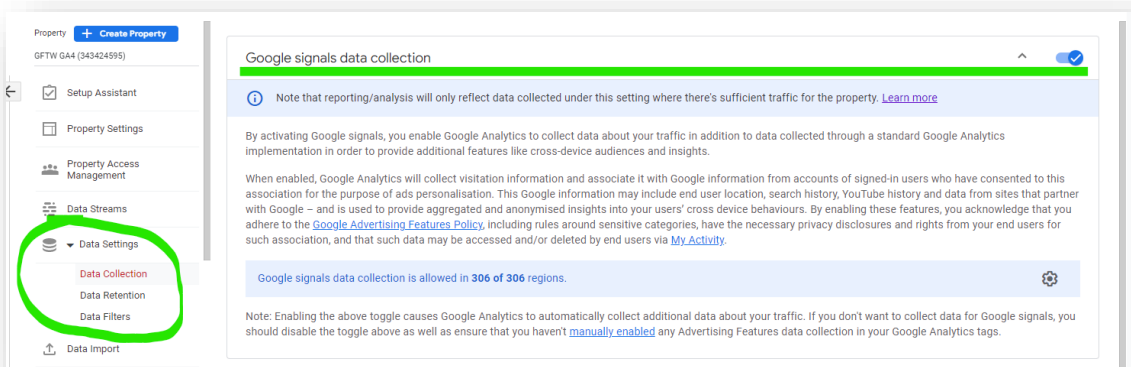
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5. In GA4, the default data retention period is two months – increase it to 14 months. Go to “Admin -> Data Settings -> Data Retention” and select 14 months



6. (If applicable) Got to “Admin -> Data Settings -> Data Collection” and activate Signals



7. Link the relevant products (like Google Ads and Google Search Console)

8. Add GA4 to your website platform or CMS.

9. **Configure GA4:**

- Set up and customise events for your fundraising and digital objectives. You might need to wait sometime until you start seeing data to configure your events. Remember to mark some of those events as “Conversions” ([Ask us if you need help.](#))

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The screenshot shows the Google Analytics GA4 interface with the 'Existing events' table. The table lists several events with their counts and percentage changes. The 'Mark as conversion' column has toggle switches for each event.

Event name ↑	Count	% change	Users	% change	Mark as conversion (?)
add_payment_info	5,594	↓ 21.3%	2,807	↓ 15.3%	<input type="checkbox"/>
add_shipping_info	6,698	↓ 18.6%	3,331	↓ 14.3%	<input type="checkbox"/>
add_to_cart	22,918	↓ 18.0%	6,936	↓ 9.9%	<input type="checkbox"/>
android_lovers	1,128	↓ 34.5%	1,128	↓ 29.1%	<input type="checkbox"/>

- Configure the “Custom Definitions” to expand the data you can track with your events and use in your reports.

The screenshot shows the Google Analytics GA4 interface with the 'Custom definitions' table. The table lists various custom dimensions and metrics with their descriptions, scopes, and user properties/parameters.

Dimension name ↑	Description	Scope	User Property/Parameter	Last changed
Carly_ITEM NAME TEST	Can a user register the item_name parameter from the items array as an event-scoped dimension?	Event	item_name	6 Oct 2022
Coupon	if a user used a coupon to make a purchase	Event	coupon	25 Aug 2021
member	if member logs in and views site	User	member	30 Jan 2021
member_level	Gold, Silver or Bronze level is assigned to members.	User	member_level	30 Jan 2021
page_click		Event	page_view	28 Jun 2022
page_location		Event	page_location	30 Jan 2021
page_referrer		Event	page_referrer	30 Jan 2021
page_title		Event	page_title	30 Jan 2021
page_url		Event	page_url	30 Jan 2021
payment_type		Event	payment_type	30 Jan 2021

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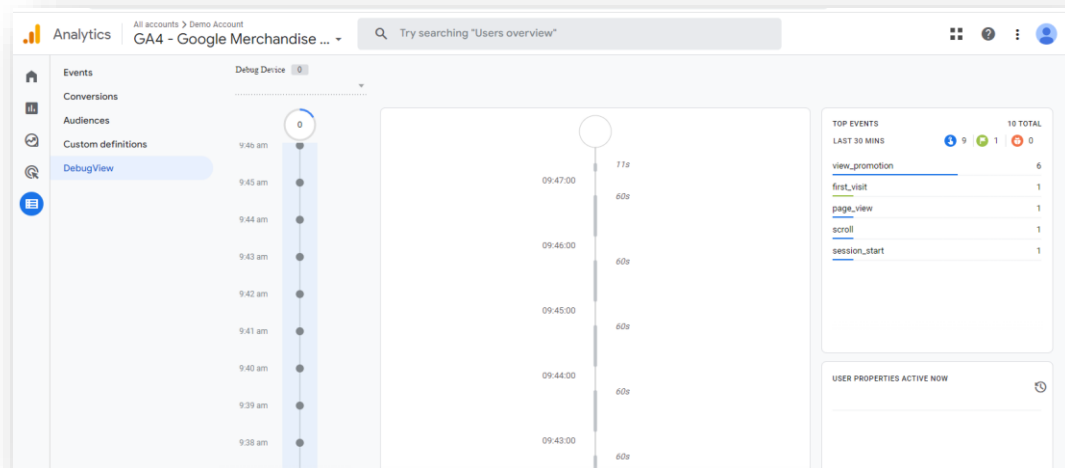
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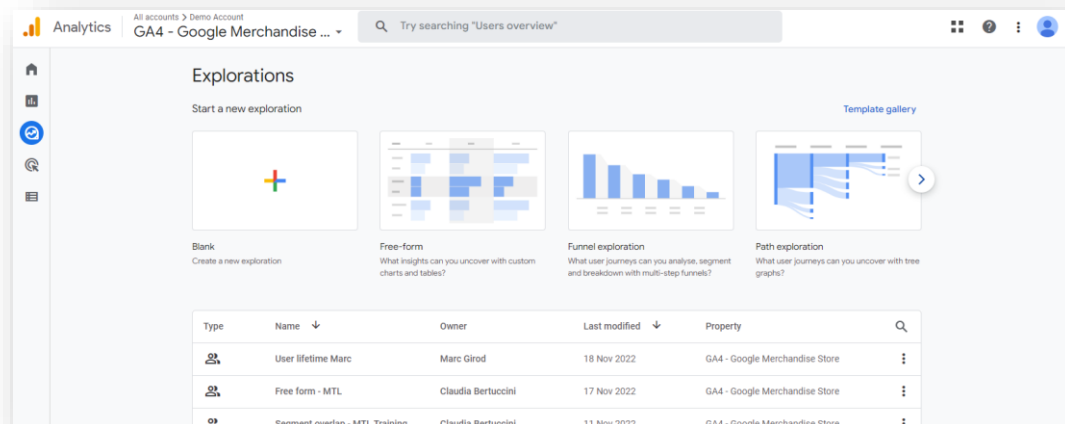
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- Test that the data is flowing correctly using the “Debug View” under “Configure -> Debug View”



- Once the data is flowing correctly, create new exploration views that are needed



10. **Store your historical data** because it will disappear. You can export raw data into Excel or Google Sheets, or create a report on Google Data Studio.

11. **Have a play around** and get comfortable! You can explore Google’s demo account here. You can get certified for free

GA4 isn’t on its way – it’s here now. If you haven’t changed over, we recommend you do it TODAY. If you need support on making the shift. Please contact us today: ask.us@parachutedigital.com.au

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