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Migrating a Google Universal Analytics (UA) Property to a Google Analytics v4 (GAv4) Property and Adding it to Your WebWiz@rd Driven Website

Purpose

Google Analytics version 4 (GAv4) is the new standard of analytics tracking for websites offered by Google. Google is pushing clients to update to this new standard as the previous standard (Universal Analytics) will cease to operate on July 1, 2023. Getting in front of this requirement is the best method for ensuring continued access to your website traffic analytics.

Google has changed the way they are implementing this feature which involved our team making updates to your website template. The cost to do this is $75 (one time fee). This document will tell you if you already have support for this or will require assistance from REM.

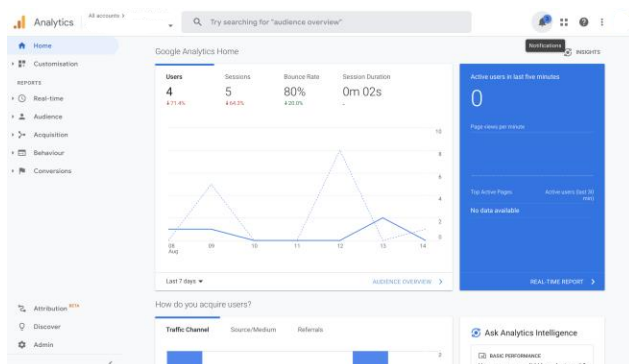NOTE: this documentation assumes you are accessing the Google Analytics website via a personal computer.

Steps

Log into Google Analytics

You must first log into the Google Analytics account you use for tracking visitors to your website. The website to log into is:

https://analytics.google.com

You'll arrive at a similar screen to this once logged in. This is the analytics dashboard.

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Create a GAv4 property

The dashboard may have a pre-selected property in the drop down at the top left of the page. Be sure to first choose the correct property before proceeding to click the cog icon / Admin link in the bottom left of the interface.

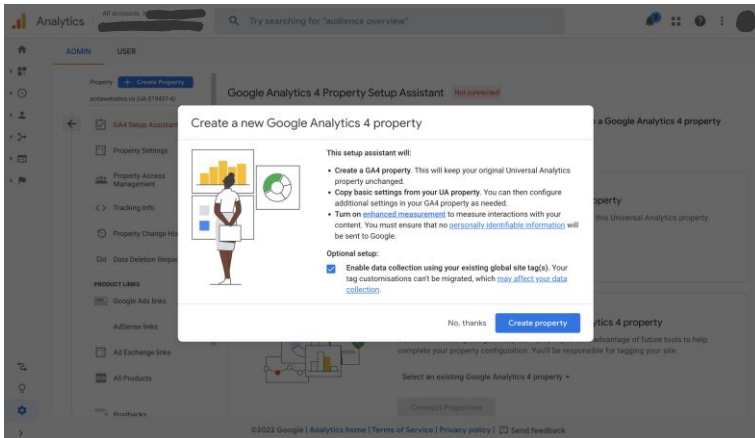Clicking the admin link will have you arrive here:
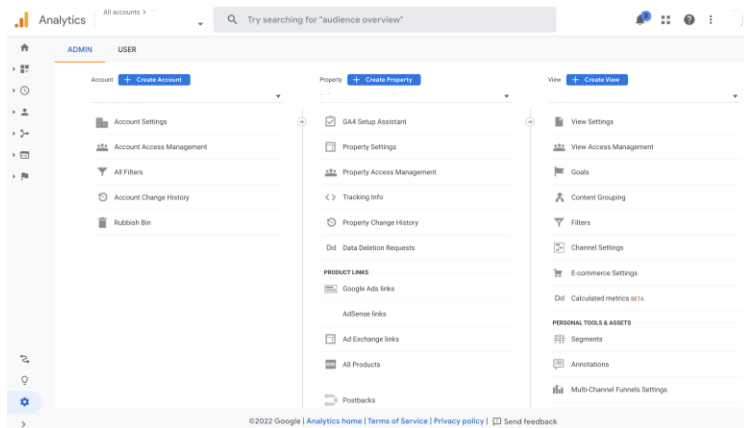
Since we are migrating an existing property (note the old tracking code starts with UA and the new one starts with GA), click the link labeled "GA4 Setup Assistant". You will arrive at the following screen:
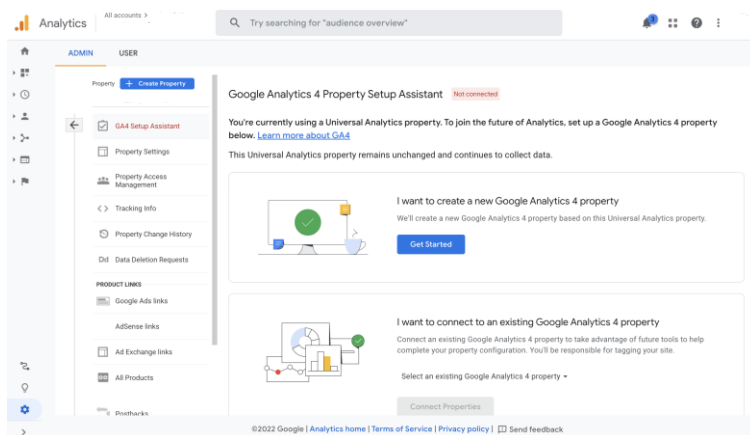

Under the heading "I want to create a new Google Analytics 4 Property, click the blue "Get Started" button. This starts a wizard process for setting up the new GAv4 property based on your existing Universal Analytics property.

You'll be presented with the following pop-over which you can continue with by clicking the blue "Create property" button. You can leave the checkbox for "Enable data collection…" checked.

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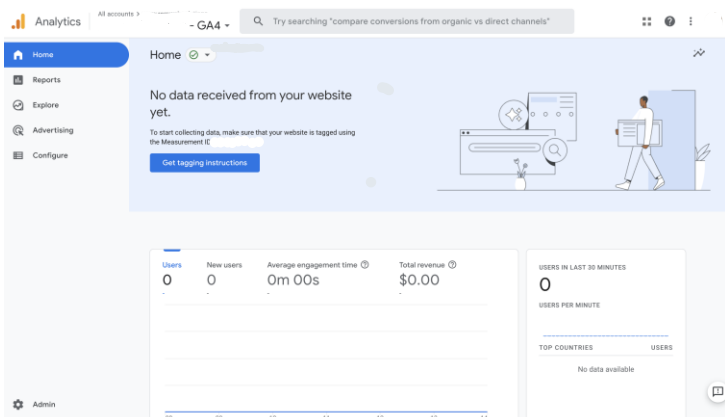sales@remwebsolutions.com
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After clicking through, you'll end up at a screen that indicates the new GAv4 property has been setup successfully:
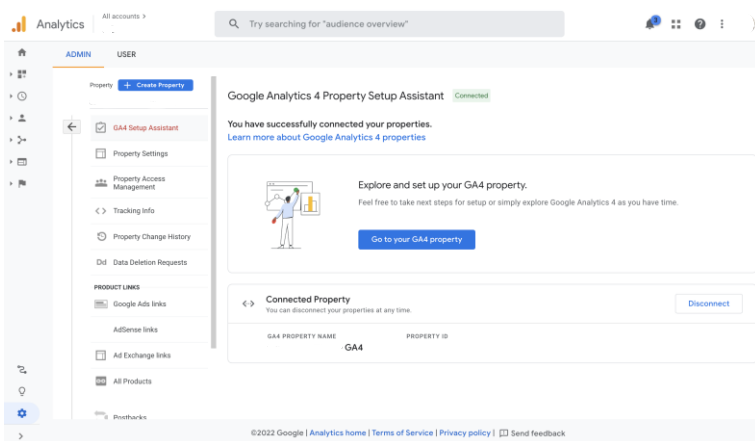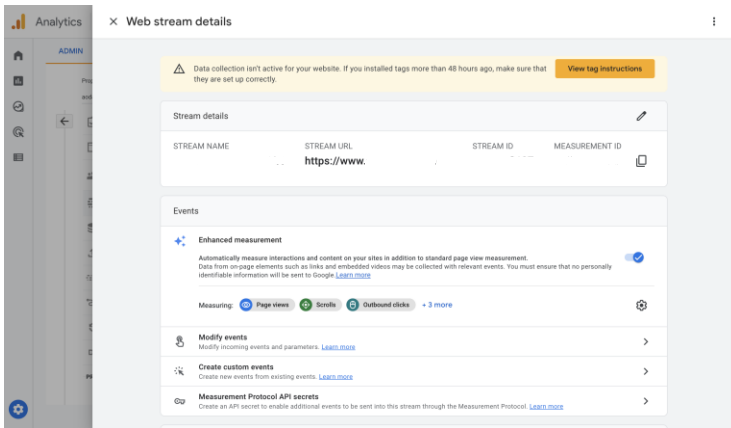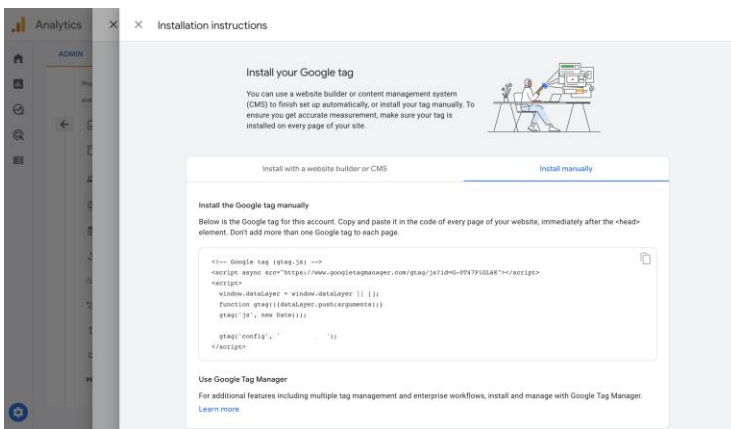

Get Your New Tracking Code

Click on the "Home" icon in the top left of the page and you should now be presented with a new message indicating that "No data received from your website yet." Click on the blue button labeled "Get tagging instructions":

Then, click on the orange button labeled "View tagging instructions" in the top right:

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In the slide over that appears, click the right tab labeled "Install manually":

You'll see your new tracking JavaScript code in the window below. Copy that code and then head over to your website's WebWiz@rd interface.

Install Your Tracking Code in WebWiz@rd

First you need to confirm if your website supports this update. Once you're logged into WebWiz@rd on your website, proceed to the "Site Preferences" module. From there, search for the term "Status" to find the tracking "Google Analytics Version 4 (GAv4) Support Status" site preference. If it says, "**No – This feature requires an upgrade to your website. Please reach out to support@remwebsolutions.com**" you should send the tracking code to us and we will make the update. **Please note the cost for the change is $75 as your website will require changes to the website template to be compatible with Gav4.**

Google Analytics Version 4 (GAv4) Support Status	The value of this site preference determines if your website currently has GAv4 installed and supported or not.	No - This feature requires an upgrade to your website. Please reach out to support@remwebsolutions.com

If the site preference says "**Yes - Your website supports Google Analytics version 4 (GAv4). You can place the necessary JavaScript in the "Tracking JavaScript" site preference without the assistance of our Customer Success team**.". You can continue to the next step to add the tracking code to your website.

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| Google Analytics Version 4 (GAv4) Support Status | The value of this site preference determines if your website currently has GAv4 installed and supported or not. | Yes - Your website supports Google Analytics version 4 (GAv4). You can place the necessary JavaScript in the "Tracking JavaScript" site preference without the assistance of our Customer Success team. |

Proceed to the "Site Preferences" module. From there, search for the term "Tracking" to find the tracking JavaScript site preference:

Click the pencil icon to edit the "Tracking JavaScript" site preference and paste your copied GAv4 tracking script into the "Value" input box and then click the blue button labeled "SAVE".
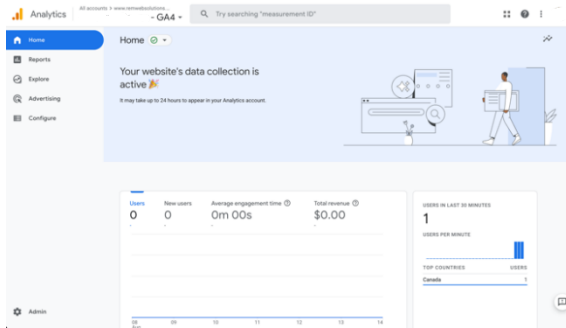
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Once data collection is active on your website, the Google Analytics v4 dashboard will show a message similar to the following:

Final Cleanup

Please keep in mind that if you wish to retain your legacy tracking data from Google's Universal Analytics that you must not delete that previous analytics property. It will continue to hold your legacy tracking data.

Thanks for taking the time to update your website to Google Analytics version 4!

- REM Support
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