



5 GA4 TIPS FOR GOVERNMENT WEBSITES

GA4 FOR GOVERNMENT WEBSITES

Many government agencies/departments are in charge of multiple web properties and apps and have complex privacy, tracking and reporting requirements for different stakeholders. There are lots of great GA4 features for this but generally we think you should consider yourself as an enterprise user. Even if your websites are low-traffic you are likely to benefit from the more enterprise features of GA4.

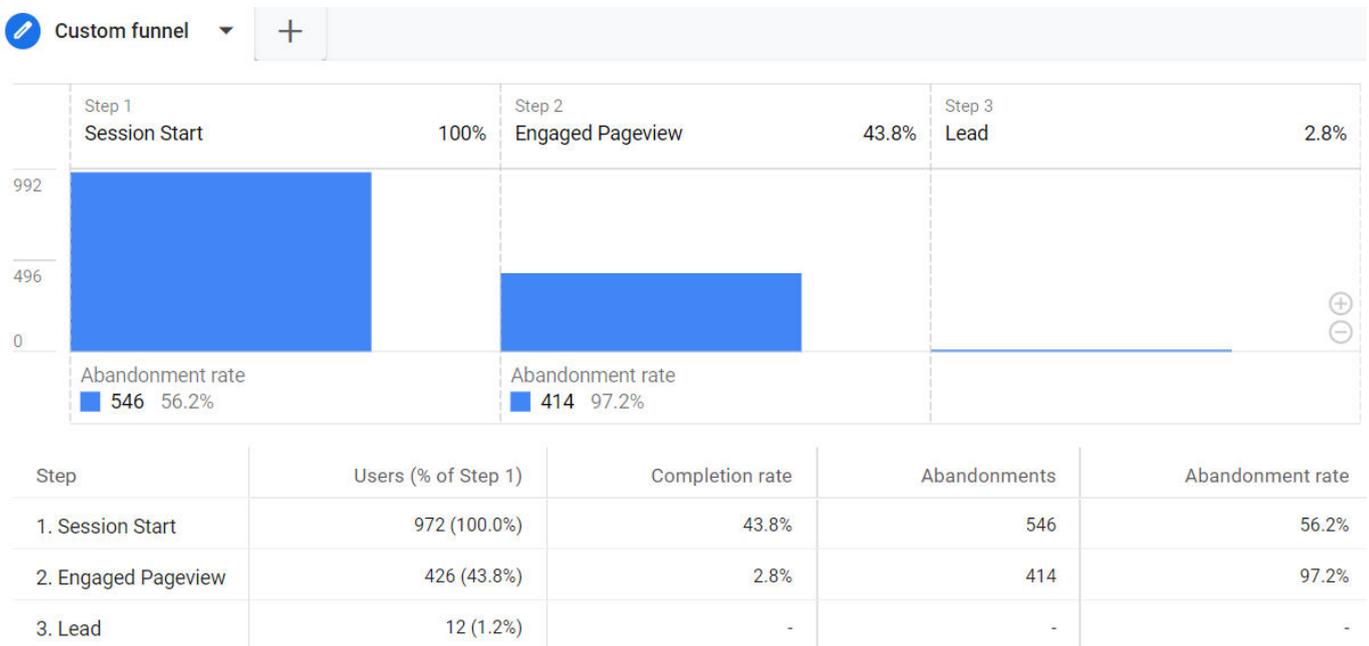


[\[Image Credit\]](#)

WHAT IS GA4?

Google Analytics 4 (GA4) is the latest release of the free website tracking software, Google Analytics.

Google Analytics is a free service that allows you to track any traffic and engagement that happens across your websites, apps and offline. GA4 contains lots of new updates, including how data is tracked and stored, with the overall goal to give a better view of today's marketing landscape, while also providing more control around data management and privacy.



TIP #1

TRACK HOLISTICALLY

GA4 is explicitly designed to allow you to report holistically across multiple web properties and apps in one go. Take advantage of this by having at least one GA4 property that contains all of your website and app traffic. You can still have individual single-website properties but having only those will create silos that GA4 can overcome and will stop you from tracking the whole visitor journey.



TIP #2

REMOVE PERSONAL INFORMATION

It's against Google's terms of service to send any personally-identifiable information to GA4. The most likely culprit is people's names/emails/mobiles showing up as URL parameters on transactional pages. You should use Google Tag Manager to redact these before they're sent to GA4. [See our article](#) for more information. You should also set up some reports to monitor this in case a new process/tool overcomes your filters.



TIP #3

CONNECT TO BIGQUERY

The free BigQuery export is one of GA4's best features. A government website could have thousands of pages with more being added each day. If you want to do any robust reporting or analysis in GA4 alone you will quickly run into sampling and data retention issues but with BigQuery, you can own your raw traffic data. This can be very important for reporting that needs to cover niche questions (eg. whether a specific page, out of tens of thousands, is getting a lot of visits, PDF downloads etc).

Create a link with BigQuery

Link setup

- 1** Choose a BigQuery project
Prepare your Google Cloud project prior to setting up this export. [Learn more about BigQuery export](#)
Link to a BigQuery project I manage
 GA4 Data
ga4-data
Data location
Sydney (australia-southeast1)
Next
- 2** Configure settings
- 3** Review and submit

TIP #4

TRACK TECH PERFORMANCE

If you use Google Tag Manager it's fairly straightforward to send custom events and custom data into GA4. The most common tech performance items you'd want to track is actual page load times for your users, non-visible errors (eg. browser Javascript errors) as well as visible errors (eg. 404s, failed form fills). Putting these together into a dashboard, or creating notifications) will be very useful for IT, keeping them informed and in control.

URL	NUMBER OF 404 VIEWS
/contactus	83
/staff/stella-otoole	66
/contact-us	21
/rates	20

TIP #5

ASSIGN VALUES TO EVENTS

GA4 lets you send a value with every event you track, not just ecommerce events. This is useful for improving government website usability. Send positive values with events that represent users completing a task (eg. form fills) weighted by task size and negative values for events such as the errors from tip #4. You can then see the average value for your traffic sources, demographics, devices, and work out which type of user is having a good vs bad experience on your websites.

BROWSER	USERS	AVG VALUE / USER
Chrome	29,471	\$2.05
Edge	75,900	\$1.88
Safari	87,633	\$-0.12
Opera	79,197	\$3.70

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