



**TOP 5 ISSUES WE SEE IN  
GOOGLE ANALYTICS 4**

# TOP 5 ISSUES WE SEE IN GOOGLE ANALYTICS 4

This white paper outlines the top 5 issues that we find to be the most common when we do an audit of an organisation's GA4 property (and any associated processes for reporting and maintenance). Depending on your organisation some of these issues may have a higher/lower impact or complexity to fix them, however we recommend that you have all of these on your radar.



## Analytics

[\[Image Credit\]](#)

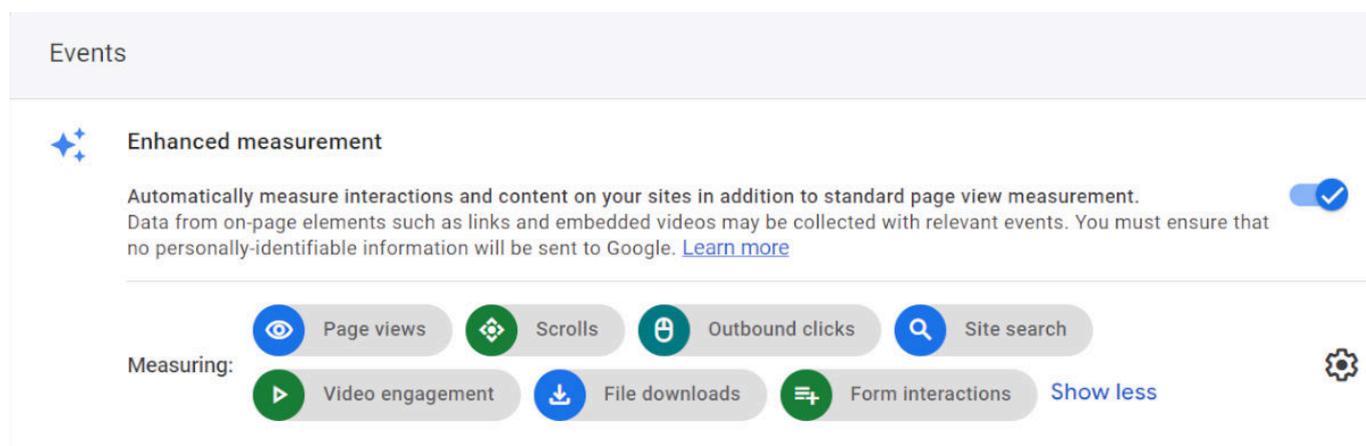
# ISSUE #1

## RELYING ON ENHANCED MEASUREMENT TOO MUCH

Enhanced Measurement is GA4's default option for tracking user engagement but it can have drawbacks:

- You can't control what goes to GA4 with this event (eg. parameters, special conditions)
- Some events (video engagement, form interactions, search) may not work out of the box
- Other events might not fire in a useful way (eg. scroll fires when the user reaches the page's 90% point)

If these events are important to your org, you may want to track them yourself.



The screenshot shows the 'Events' section in Google Analytics 4. At the top, 'Enhanced measurement' is turned on, indicated by a blue toggle switch with a checkmark. Below this, a description states: '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](#)'. Below the description, a 'Measuring:' section lists several event types in rounded rectangular buttons: 'Page views' (blue eye icon), 'Scrolls' (green crosshair icon), 'Outbound clicks' (blue padlock icon), 'Site search' (blue magnifying glass icon), 'Video engagement' (green play button icon), 'File downloads' (blue download icon), and 'Form interactions' (green list icon). A 'Show less' link is to the right of the buttons. A gear icon for settings is in the bottom right corner.

*User interaction which GA4 tracks by default, which you may want to modify/disable.*

# ISSUE #2

## INADEQUATE EXCLUSION OF INTERNAL TRAFFIC

The larger your organisation the more important it is to exclude internal traffic. While GA4 provides a way to exclude traffic by IP, with multiple offices, people working from home, use of VPNs etc, this would usually be inadequate and will impact your reports.

We recommend a more accurate approach, eg. using cookies or actions that only internal users would perform (eg. logging in or visiting certain pages) as the basis to classify traffic as internal or external.

City	↓ Users	New users	Engaged sessions	Engagement rate
	2,028 100% of total	1,956 100% of total	1,876 100% of total	73.45% Avg 0%
1 Small town with our company's head office	648	629	595	79.23%
2 Sydney	454	413	475	68.25%
3 Melbourne	283	263	289	74.29%
4 Brisbane	190	178	175	76.75%

*If your top-performing locations are not what you'd expect of your real website visitors, it might mean staff traffic is impacting reports.*

# ISSUE #3

## EVENT BLOAT

GA4 lets you have 500 unique event names but that's not something to aim for! We often see a very large number of events, as different teams (or even third parties) may add their own events based on what they think is important. This makes reports very hard to read and will almost always result in inconsistencies and duplication.

By creating a consistent measuring plan, bundling similar events into one and using parameters to distinguish between minor event variations, you can make your reports much easier to use and reduce the chance that people will be misled by event names.

1-118 of 118

Event name	+	↓ <u>Event count</u>	<u>Total users</u>	<u>Event count per user</u>	<u>Total revenue</u>
		45,648 100% of total	5,509 100% of total	8.30 Avg 0%	\$0.00
1	<a href="#">page_view</a>	23,609	5,491	4.31	\$0.00
2	<a href="#">session_start</a>	7,980	5,488	1.46	\$0.00
3	<a href="#">first_visit</a>	5,452	5,409	1.01	\$0.00
4	<a href="#">user_engagement</a>	4,527	1,887	2.46	\$0.00

*If your total events report is showing a large number of unique events (118 in this case), you probably have event bloat.*

# ISSUE #4

## NOT SETTING UP CONVERSIONS AND EVENT VALUES

Every valuable event should be classified as a conversion but if that's all you have it leads to very either/or reporting. You can also pass specific values with each event which lets you weight them based on how valuable they are to your organisation (or how close they are likely to be to a conversion step).

If you set this up, you can use event value to score individual sessions and users, as well as score marketing channels based on the total value of all the events they generated.

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EVENT NAME	VALUE
page_view	\$0.10
click	\$0.20
file_download	\$1.00
video_completed	\$5.00
generate_lead	\$50.00

*An example of assigning values to your events which prioritises the ones that are more important to your org.*

# ISSUE #5

## NOT SETTING UP BIGQUERY

BigQuery is a data warehouse that can be linked to your GA4 account to show raw data. While it has a steep learning curve, it's one of the best features of GA4 as it lets you analyse a lot more than the GA4 reports. Data in GA4 does not get stored indefinitely like it did in previous versions, so even if you're not certain to be doing advanced analysis in the future, you may still want to connect BigQuery to your data now to preserve granular event data before its 14 month expiry date

Created date

Nov 11, 2020

Data configurations

Event data

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 Data streams and events

- Include advertising identifiers for mobile app streams

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 Export type

- Daily  
A full export of data that takes place once a day
- Streaming  
Continuous export, within seconds of event arrival. [Learn more](#)

User data

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All users with activity for the current day, based on a change in one of the user's [attributes](#), will be exported. User data export will be paused if the event data export exceeds the limit. [Learn more about BigQuery user data export](#)

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 Export type

- Daily  
A full export of data that takes place once a day

*Your BigQuery export options in GA4*

## Need a Google Analytics 4 audit?

- Your org's GA4 needs
- Your property's architecture & setup
- Your property's data quality & business value
- Your data's privacy & security



[Click here](#) to learn more about a Google Analytics 4 audit.