



5 TIPS FOR IMPROVING YOUR **GA4** SETUP

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This white paper looks at our top tips for improving your Google Analytics 4 property. Many of these do not require a lot of technical expertise, it's often more about improving the link between your objectives and your property setup.



Analytics

[\[Image Credit\]](#)

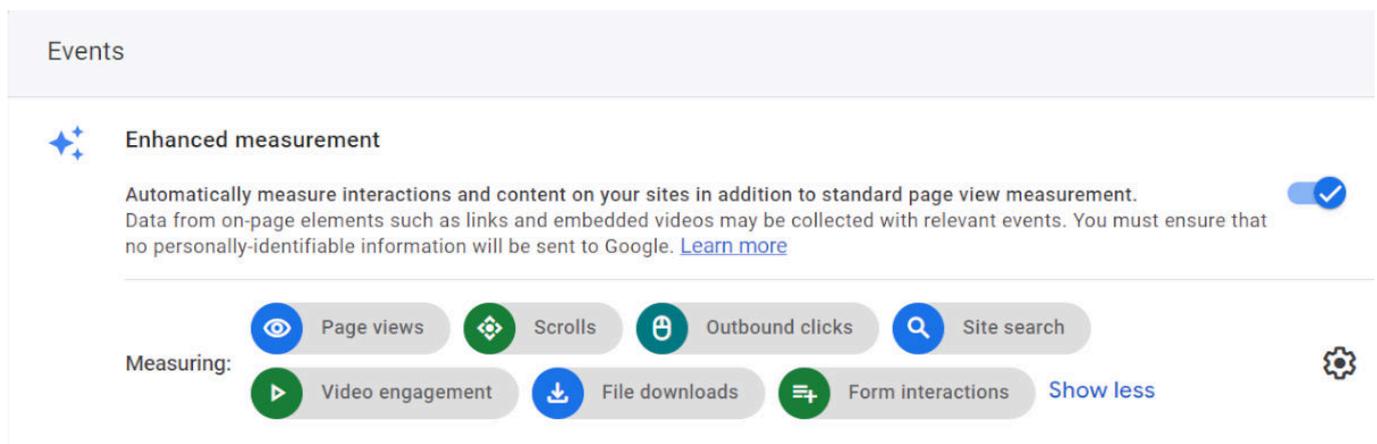
TIP #1

DON'T RELY ON ON ENHANCED MEASUREMENT

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 the GA4 interface. 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 default events: Page views, Scrolls, Outbound clicks, Site search, Video engagement, File downloads, and Form interactions. A 'Show less' link is also present. A gear icon for settings is located at the bottom right of the event list.

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

TIP #2

EXCLUDING INTERNAL TRAFFIC BUT GO BEYOND JUST IP ADDRESS

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.

TIP #3

AVOID 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.

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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	page_view	23,609	5,491	4.31	\$0.00
2	session_start	7,980	5,488	1.46	\$0.00
3	first_visit	5,452	5,409	1.01	\$0.00
4	user_engagement	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.

TIP #4

GIVE EACH EVENT A VALUE

Every valuable event should be classified as a key event (formerly 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.

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.

TIP #5

SET UP BIGQUERY, EVEN IF YOU DON'T NEED IT NOW

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

 Data streams and events

- Include advertising identifiers for mobile app streams

 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

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](#)

 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.