

# Google Analytics 4 Cheat Sheet



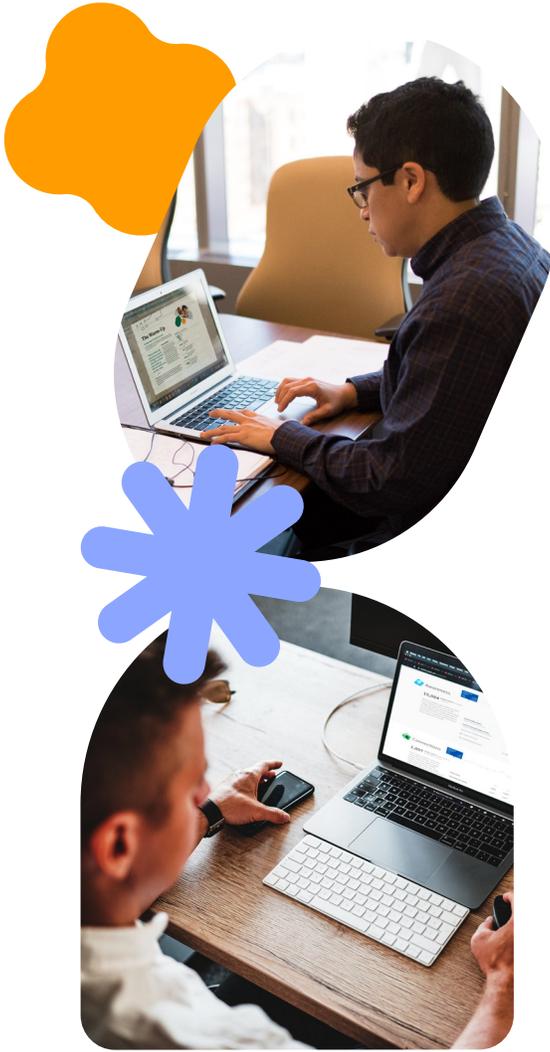
## ★ WHAT IS GOOGLE ANALYTICS 4?

Google Analytics 4 (GA4) is the latest iteration of the Google Analytics platform, which was rolled out in October of 2020. GA4 will officially replace Universal Analytics (UA) in July 2023 and Universal Analytics 360 in October 2023.

## ★ HOW IS GA4 DIFFERENT FROM UNIVERSAL ANALYTICS?

It's an entirely different platform with very different functionality, but here are a few notable highlights:

	UA	GA4
MEASUREMENT MODEL	<i>Session-based:</i> Period of time a user is actively engaged with your website or app	<i>Event-based:</i> Interactions are captured as events
PRIMARY USER METRIC	<i>Total Users:</i> Total number of users	<i>Total Users:</i> Total number of users
PAGE INTERACTION	<i>Pageviews:</i> Total number of	<i>Views:</i> Total number of app screens
ENGAGEMENT	<i>Bounce Rate:</i> Percentage of single page sessions in which there was no interaction with the page	<i>Bounce Rate:</i> Percentage of sessions that were not engaged sessions <i>Engaged Sessions:</i> The number of sessions lasting longer than 10 seconds, had a conversion event, or had at least 2 pageviews or screenviews
CONVERSIONS	<i>Goal Conversion:</i> You define a goal to indicate that a particular user action is to be considered a conversion    <b>Note:</b> UA counts only one conversion per session for each goal	    <b>Note:</b> GA4 counts every instance of the conversion event, even if the same conversion event is recorded multiple times during the same session



## DO I HAVE TO USE GA4?

If you plan to continue to use Google Analytics to measure your website traffic and/or marketing campaigns, the answer is yes. After July 1, 2023, your Universal Analytics account will stop collecting data. You'll still be able to use it to access historical data, but it won't collect any new information about how your website or other digital properties are performing. The historical data you have access to will also be lost at the end of 2023.

## HOW DOES GA4 IMPACT NICHE?

Niche will support our partners through this transition every step of the way and is working to ensure that we can continue to provide transparent reporting for our analytics and dashboarding services.

## WHEN SHOULD I START USING GOOGLE ANALYTICS 4?

While July 2023 may seem far away, we recommend starting the transition ASAP. If you're in the habit of reviewing year-over-year data, for example, you don't want to wait too long to get started so you can do that analysis within GA4. We recommend giving yourself at least 90 days to get familiar with the platform and then beginning your regular pattern of data analysis from there.

## HOW DO I INSTALL GA4?

You can find instructions for installing GA4 for a site that is already running Universal Analytics [here](#).

## WHAT IF I DON'T HAVE UNIVERSAL ANALYTICS?

That's okay! If you're brand new to Google Analytics you can find instructions for setting up GA4 [here](#).