



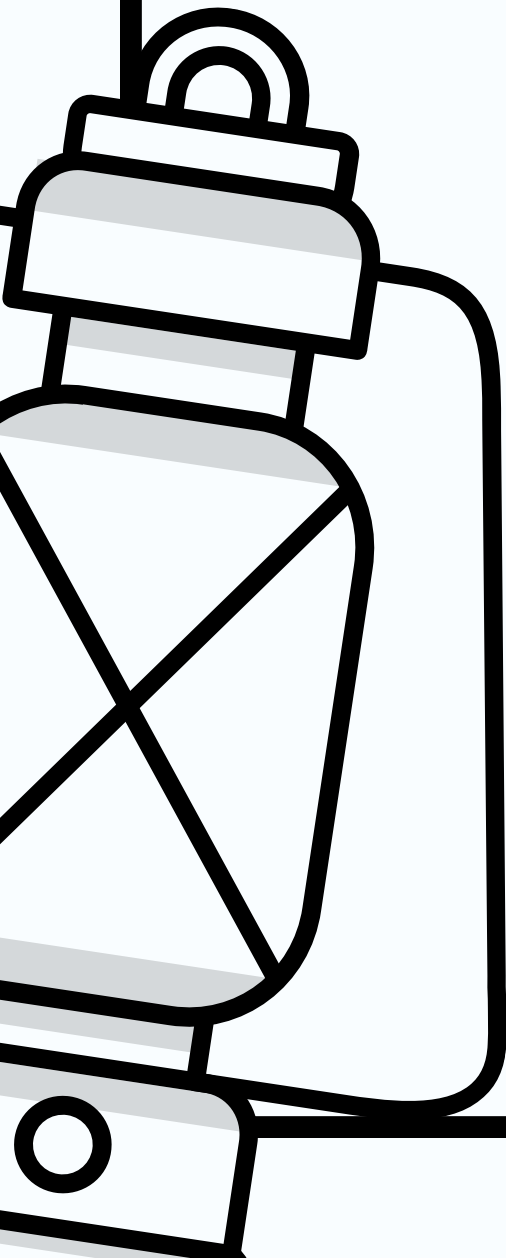
**STUKENT**

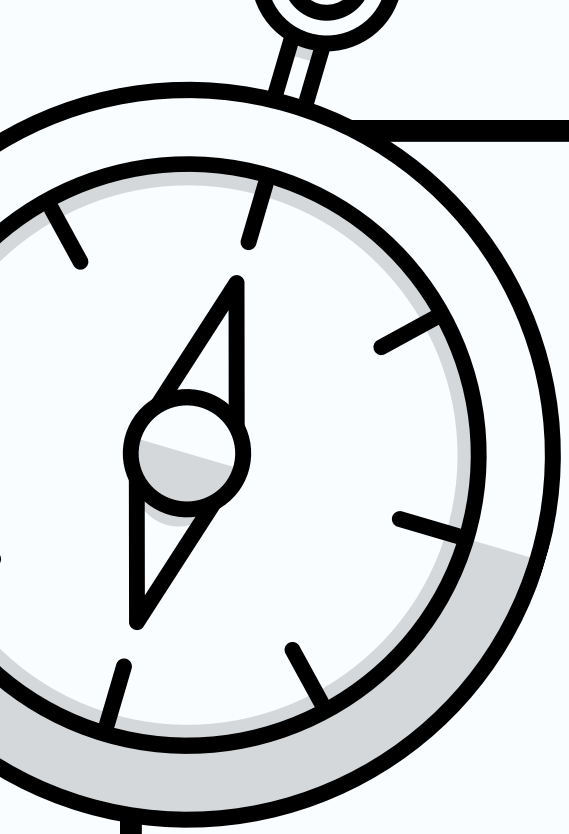


**TRANSITIONING  
TO GOOGLE  
ANALYTICS 4**



**INSTRUCTOR SURVIVAL GUIDE  
BY NATHAN DAVID**





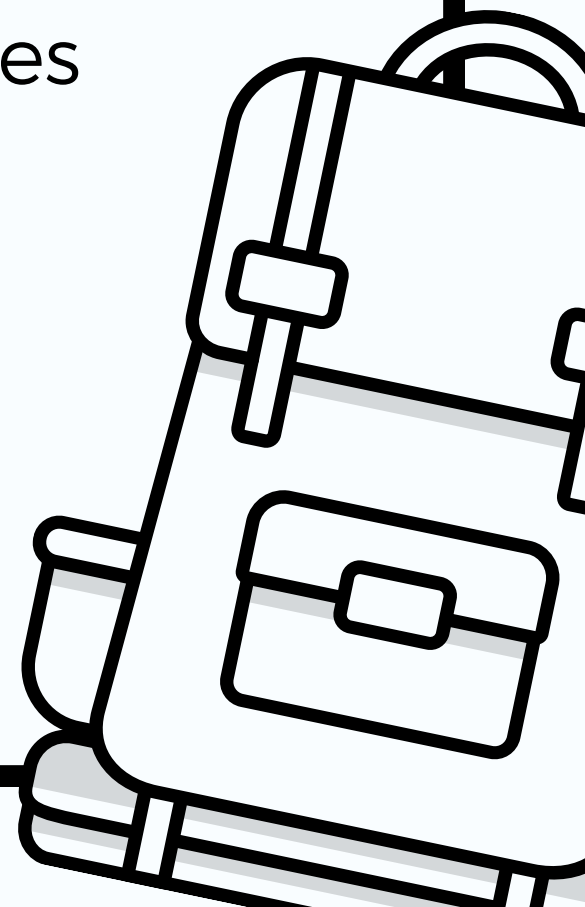
# GUIDE ROADMAP

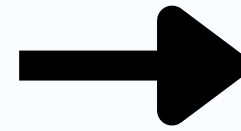
Deadline

Why Google Analytics 4?

Transitioning Checklist

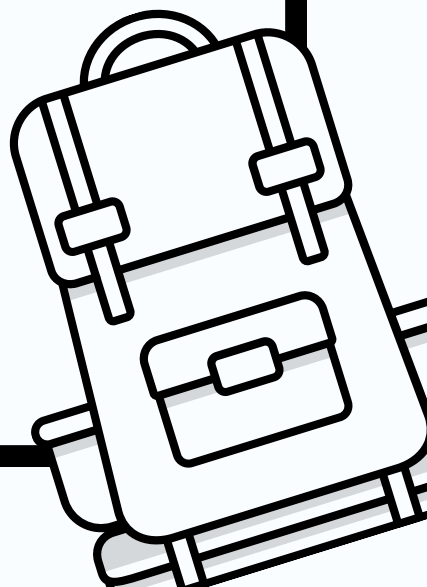
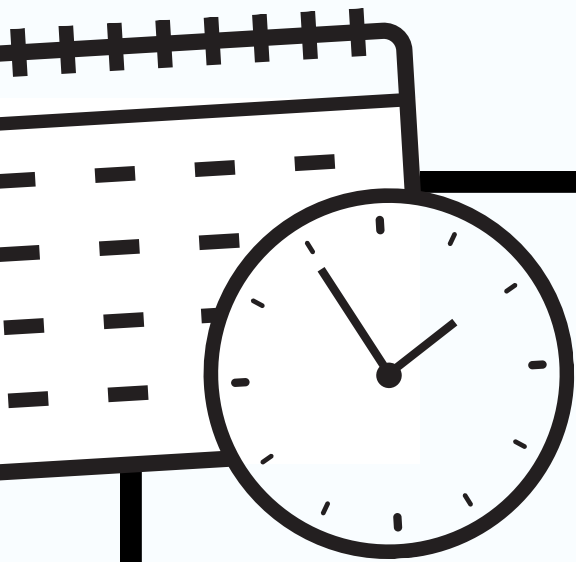
Curated Instructor Resources





# DEADLINE

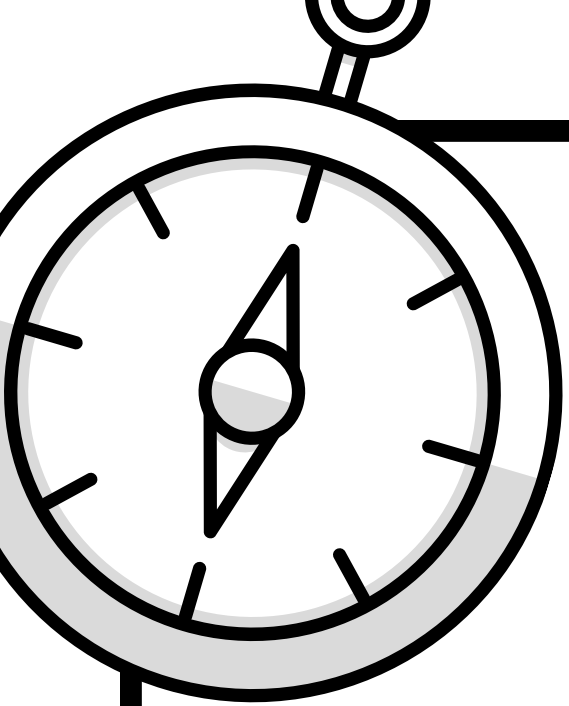
On **July 1, 2023**, Universal Analytics properties will stop collecting new data and Google Analytics 4 will become the standard going forward.



# WHY GOOGLE ANALYTICS 4?

BEYOND THE FORCED MIGRATION



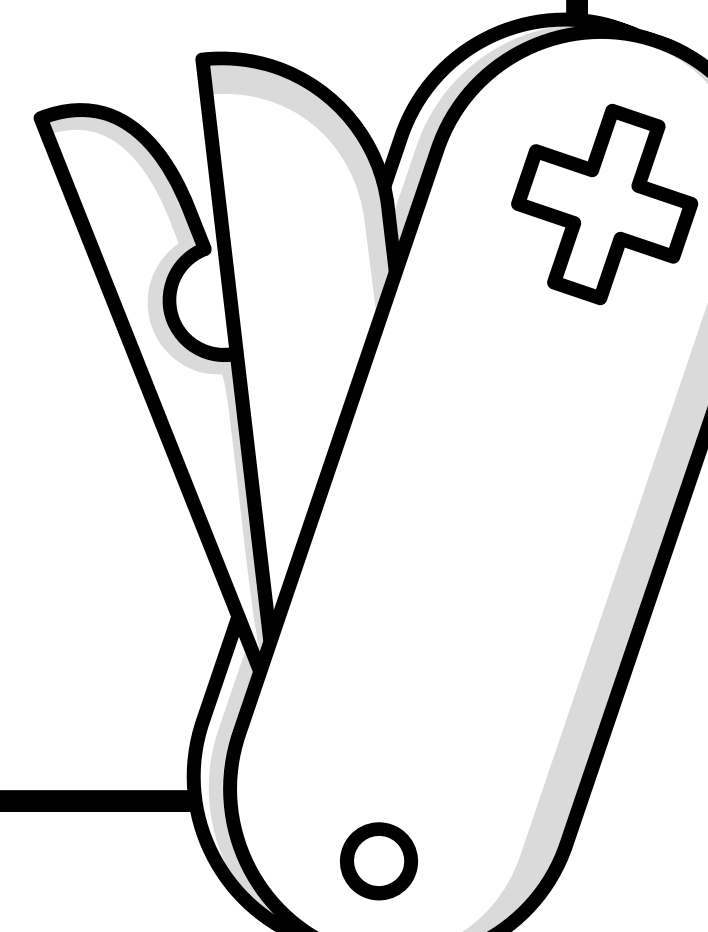


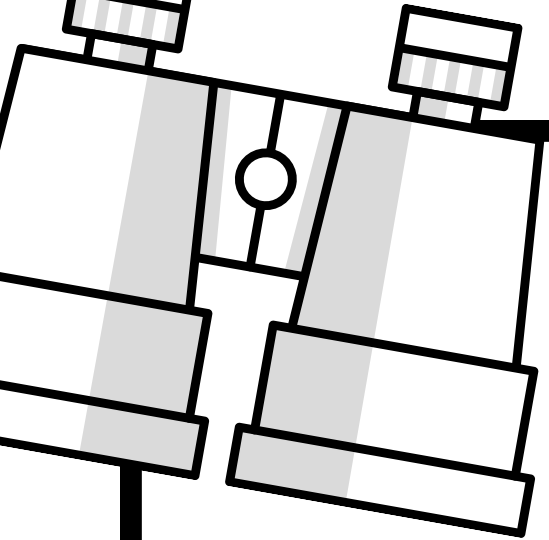
**DID YOU KNOW?**

**86%**

**OF WEBSITES USE GOOGLE  
ANALYTICS**

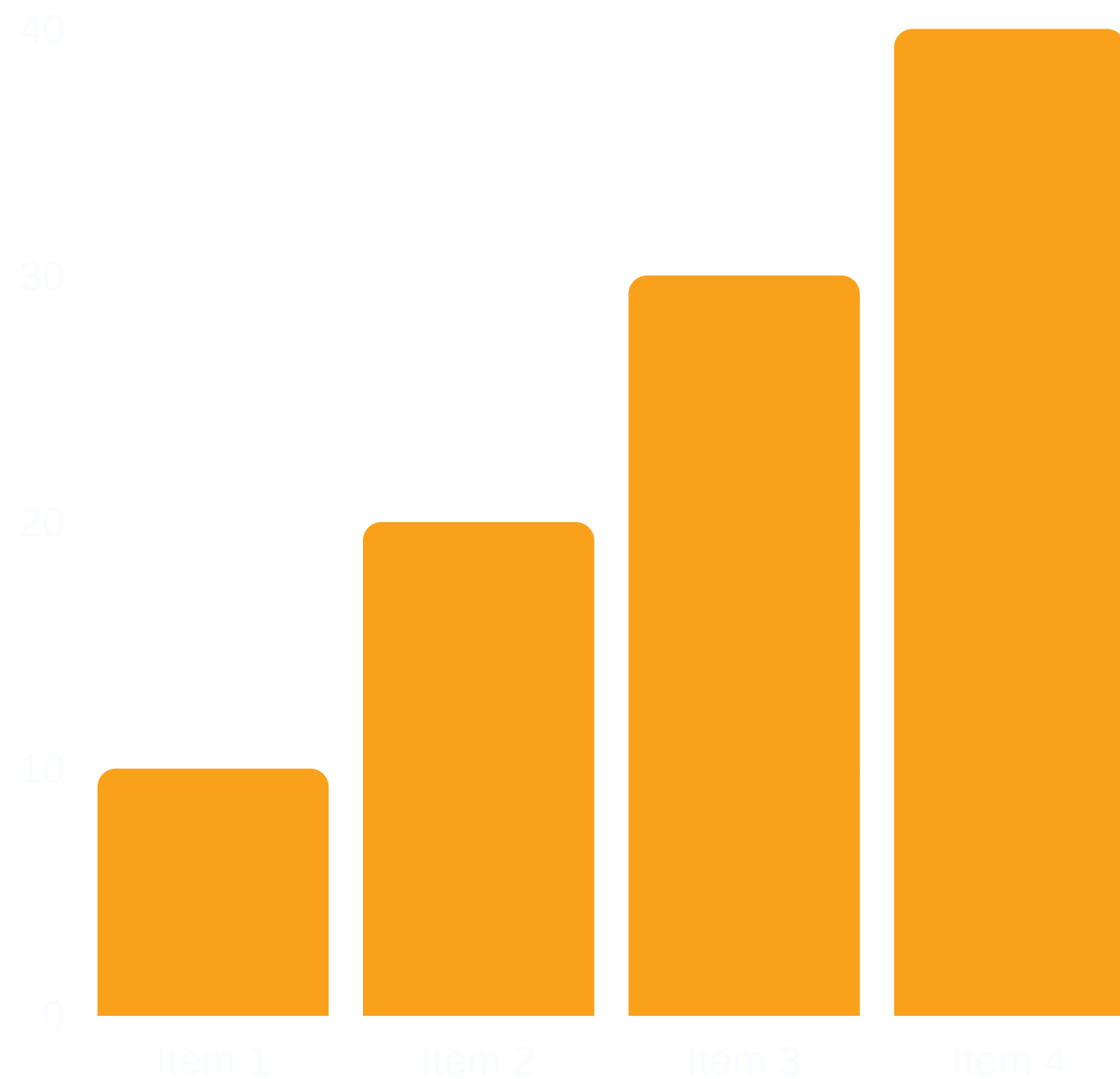
W3Techs Web Technology Survey April 2022





# THE NEXT GENERATION OF GOOGLE ANALYTICS

The new Google Analytics is built for the future of analytics, providing solutions to **cookieless** challenges, **holistic measurement**, and **advanced analysis**.



# GAPS AND RISKS WITH THE OLD UNIVERSAL ANALYTICS



## Less Durable

Universal Analytics was built over 9 years ago before privacy measures and user-tracking limitations were on the roadmap.



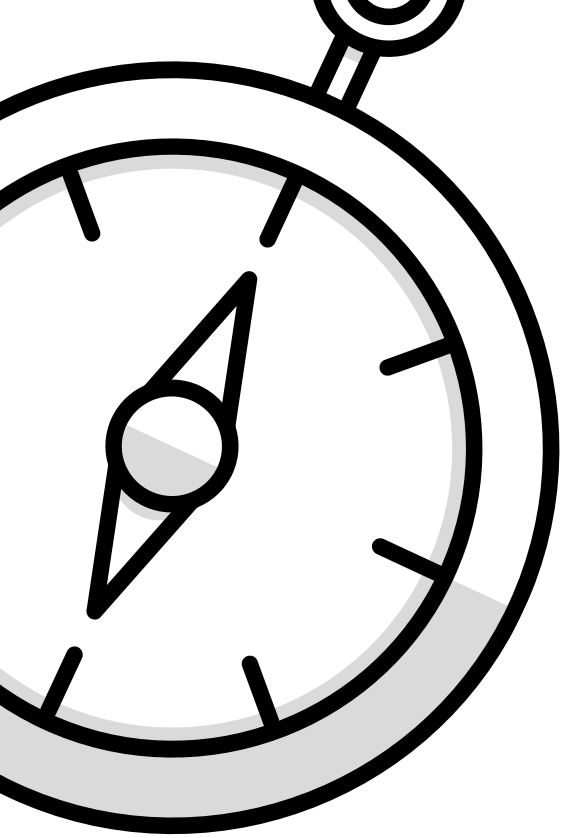
## Less Control

Before GA4, data deletion, data retention, and granular control over compliance settings were not available.



## Fewer Metrics

With data points around observed data, machine-learning, and predictive analytics are more valuable than ever before.



# WHAT IS GOOGLE ANALYTICS 4

AN ENTIRELY NEW VERSION OF GOOGLE ANALYTICS THAT UNITES CONCEPTS FROM BOTH:

**GOOGLE ANALYTICS  
(UNIVERSAL ANALYTICS)**

(primarily for websites)

**GOOGLE ANALYTICS FOR  
FIREBASE**

(primarily for apps)





# GA4 KEY FEATURES



## GA4 IS PRIMARILY FIREBASE

GA4 is built on Google Analytics for Firebase (app analytics) with some Universal Analytics features

## EVENT-DRIVEN DATA MODEL

Event-driven data model creates new metrics that represents unified cross-platform behavior

## GA4 WORKS FOR APPS & WEBSITES

Track website analytics using the same data model as your apps to get all your data in one place.

# GA4 BENEFITS



## Flexible & Efficient

Faster and fully extensible event model for more granular and flexible insights and analysis.  
Easy implementation.  
Unsampled reporting for all.



## Cross-platform

Consistent metrics and dimensions, for integrated reporting across app and web like never before.



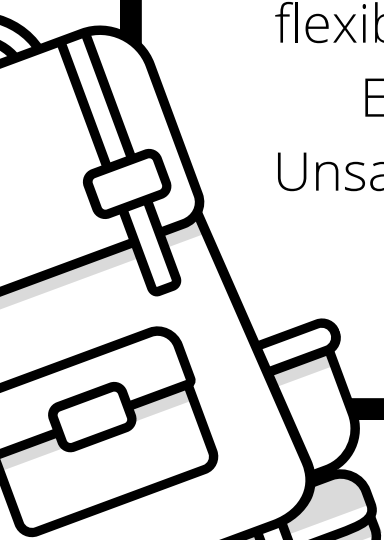
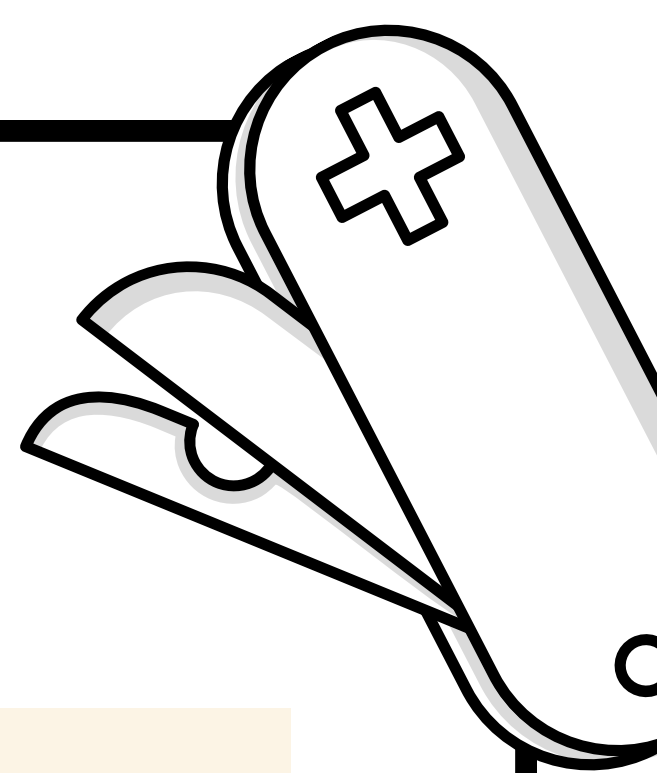
## Ad Hoc Analysis

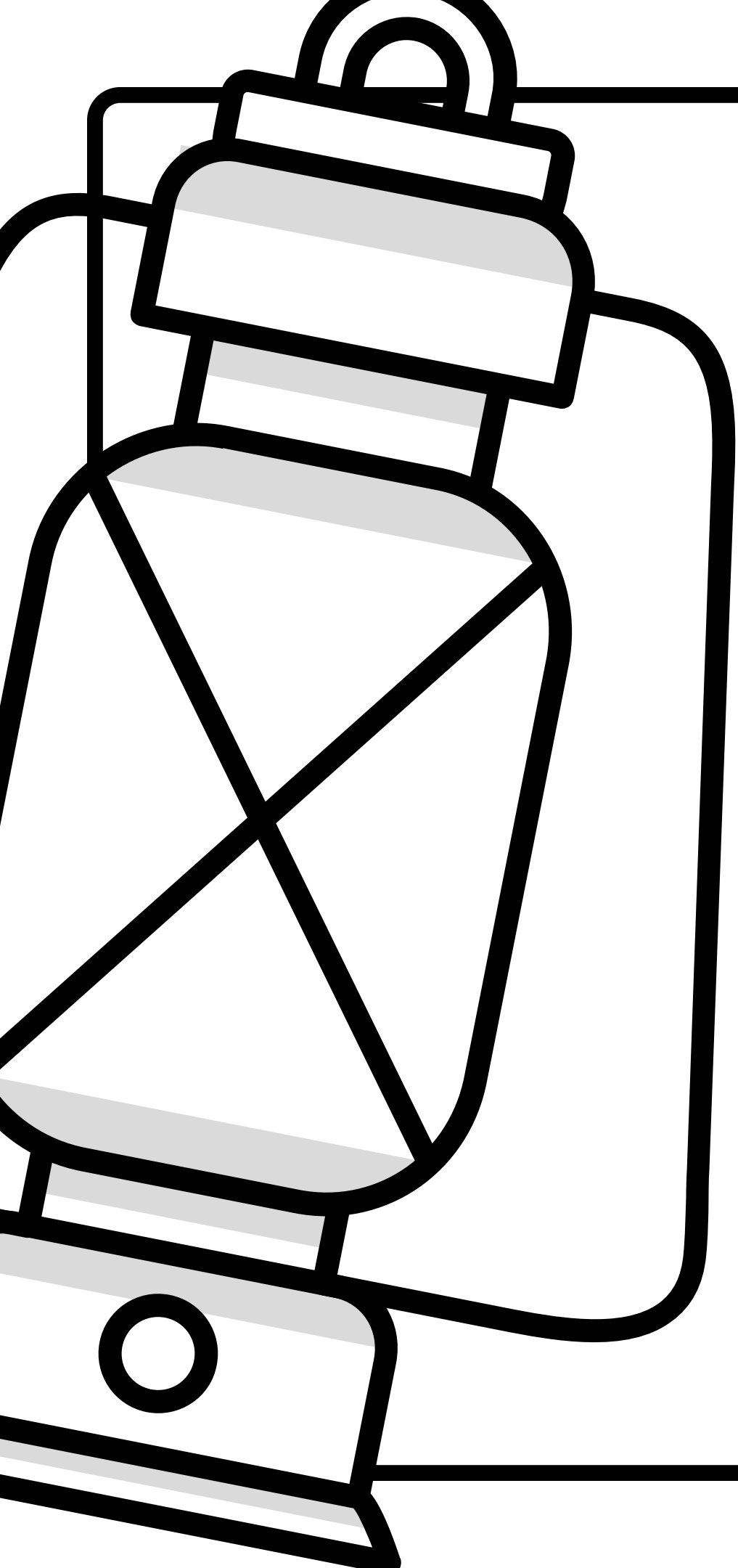
Ad hoc analysis and improved data visualization for a deeper understanding of your users.



## Intelligent

Machine Learning capabilities that automatically surface insights, anomalies and predictions.





# TRANSITIONING CHECKLIST

EVERYTHING AN INSTRUCTOR SHOULD DO

# BEFORE JULY 1, 2023



## UNDERSTAND & TRY IT

Review the "Deadline" and "Why Google Analytics 4?" sections of this guide to understand the updates to Google Analytics. Become familiar with GA4 by using the Flood It! and Google Merchandise Store demo accounts.



## AUDIT COURSES

Audit your courses for mentions of Google Analytics. Remove these references/surrounding context and replace with GA4 information. Identify courses without Google Analytics mentions and consider adding GA4 info.



## FIND SUPPORTING COURSEWARE & MATERIAL

Find updated courseware and material to support your courses. Consider the blog posts, textbooks, videos, and activities you provide students. All materials should only reference GA4 after July 1, 2023.

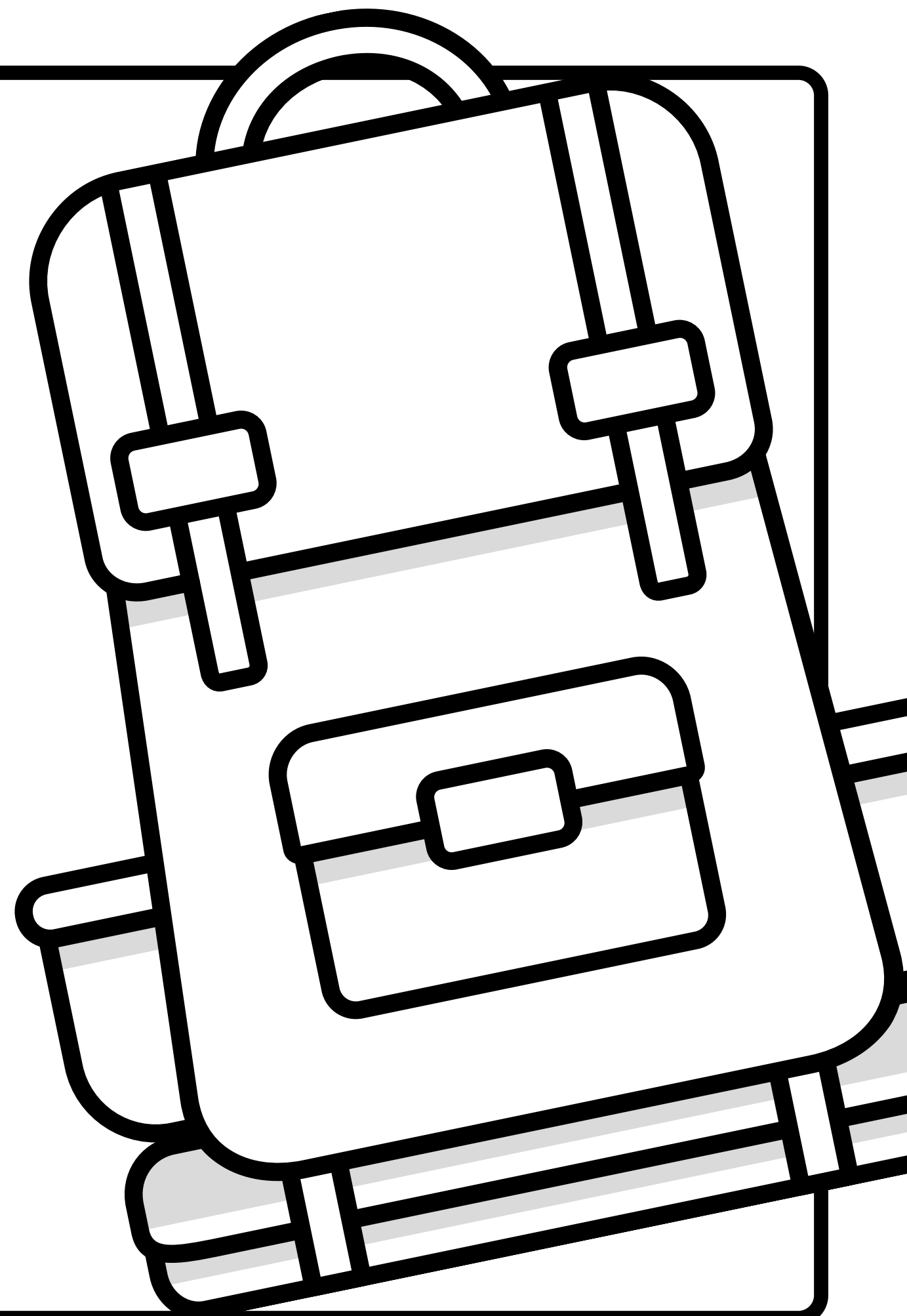


## CREATE LESSON PLANS & ASSIGNMENTS/PROJECTS

Turn your new found expertise in GA4 into meaningful student experiences. Create lessons and lectures that incorporate GA4. Create hands on assignments and/or projects that empower student to use GA4.

# **INSTRUCTOR RESOURCES**

A CURATED LIST OF GA4 RESOURCES



## DEMO ACCOUNTS

- Flood It! Mobile App GA4 Demo - [Google Support](#)
- Google Merchandise Website GA4 Demo - [Google Support](#)

## COURSEWARE

- Textbook With GA4 Content & Resources - [Digital Marketing Analytics: Strategic Decision-making](#)

## TUTORIAL VIDEO

- GA4 Tutorial Video - [Digital Marketing Analytics: Strategic Decision-making Chapter 11 Section 4](#)

## ASSIGNMENTS

- Flood It! Mobile App GA4 Assignment - [Digital Marketing Analytics: Strategic Decision-making Chapter 11](#)
- *Coming in early 2023* Website GA4 Assignments - [Digital Marketing Analytics Chapters 8 and 13](#)

## LESSON PLANS

- GA4 Mobile App Lesson Plan - [Digital Marketing Analytics: Strategic Decision-making Chapter 11](#)
- *Coming in early 2023* GA4 Website Lesson Plans - [Digital Marketing Analytics Chapters 8 and 13](#)

## BLOG POSTS

- GA4 Everything You Need to Know - [Bounteous](#)
- GA4 Top Educational Resources - [Search Engine Journal](#)
- GA4 Resources for Instructors - [Stukent](#)

## CERTIFICATIONS

- The Next Generation of Google Analytics - [Google Skillshop](#)
- Use GA4 to Meet your Business Objectives - [Google Skillshop](#)
- Measure Your Marketing with GA4 - [Google Skillshop](#)

## OTHER RESOURCES

- Measure Up With GA4 in 2022 - [Google Marketing Platform Podcast](#)
- Get Started with Reports - [Google Support](#)
- GA4 Video For Beginners - [Analytics Mania](#)