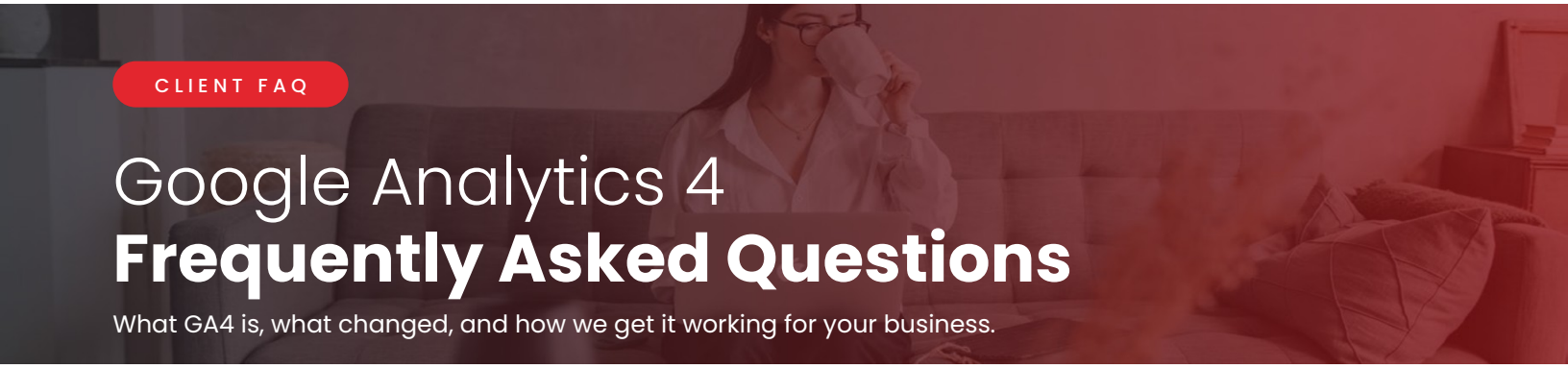


CLIENT FAQ

Google Analytics 4
Frequently Asked Questions

What GA4 is, what changed, and how we get it working for your business.

What is GA4?

Google Analytics 4 (GA4) is the current version of Google Analytics, and the only one still running. It replaced Universal Analytics (UA), which Google fully shut down on July 1, 2024. GA4 measures your website by **events** (every page view, click, form fill, or purchase) instead of sessions, giving a clearer picture of how people find and use your site across devices.

What changed from Universal Analytics?

- **Event-based tracking.** Everything, from a visit starting to a page view, is counted as an "event."
- **Event parameters.** Details about each event are passed as parameters. To keep this data in reports long-term, custom definitions need to be set up (up to 50).
- **No more "views."** Instead, custom reports can be added to the left-hand menu so your key data is easy to find.
- **A new interface** that looks and works differently from UA.
- **Codeless tracking (Enhanced Measurement)** for common actions like scrolls, outbound clicks, and video plays.

What happened to my Universal Analytics data?

Google stopped collecting UA data on July 1, 2023 (July 1, 2024 for Analytics 360), and permanently removed access to UA properties and data on July 1, 2024. UA data could not be moved into GA4, because the two use different data models. That's why it matters to have GA4 set up correctly now: **every day it's running is history you're building.**

Why GA4 matters for your marketing

- See which channels, campaigns, and pages bring in real customers
- Track the actions that matter: calls, form fills, bookings, and sales
- Make smarter budget decisions with clean, reliable data

How do I get GA4 set up for my website?

Your Max Media Digital team can set up GA4 for you, either on its own or as part of an Organic SEO plan. Ask us about **free GA4 setup with a 12-month Organic SEO plan**.

What access will you need?

Website (CMS)	"Admin" access, to place the tracking code on your site.
Google Analytics	"Edit" and "Manage Users" access at the account level.
Google Tag Manager	"Administrator" access.
Google Search Console	"Full User" access.
Other tools	Login details for any third-party tools or pixels that need to be connected.

If I run Organic SEO with you, will my reporting change?

Your SEO reporting is built on GA4 data. If anything about your reports changes, we'll walk you through it in advance so you always know what you're looking at.

Will my e-commerce tracking carry over?

No. GA4 e-commerce works similarly to the old version, but the setup is different, so it needs to be built fresh in GA4. Most major e-commerce platforms now support GA4, and we'll help connect yours and track the conversions that matter.

How long does setup take?

Most GA4 setups take about **five business days** once we have all access in place and know which conversions you want to track. Missing access or information can add time.

Want GA4 set up the right way?

Talk to your Max Media Digital team. We'll handle the setup and the reporting.

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