

GA4 course [analyticsmania.com](https://www.analyticsmania.com)

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[https://learn.analyticsmania.com/a/sref\\_pz90ry89/external?referral\\_code=NFG67H](https://learn.analyticsmania.com/a/sref_pz90ry89/external?referral_code=NFG67H)

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GA3 sunsetting timeline

Universal Analytics will be going away

<https://support.google.com/analytics/answer/11583528?hl=en>

GA4 setup guide

[GA4] Quickstart Google Analytics setup

<https://support.google.com/analytics/troubleshooter/12627681>

GA4 setup

Setup/Install GA4 on the website

[https://support.google.com/analytics/topic/9303319?hl=en&ref\\_topic=9143232](https://support.google.com/analytics/topic/9303319?hl=en&ref_topic=9143232)

use another code

Add a Google Analytics 4 property (to a site that already has Analytics)

<https://support.google.com/analytics/answer/9744165>

CMSs implementation

Set up Analytics for a CMS-hosted website

<https://support.google.com/analytics/answer/10447272?hl=en>

how to switch between 3 & 4

Make the switch to Google Analytics 4

<https://support.google.com/analytics/answer/10759417>

migration tool (complicated)

[UA→GA4] Goals migration tool

<https://support.google.com/analytics/answer/10762548>

How to Upgrade to Google Analytics 4 (GA4)?

<https://www.analyticsmania.com/post/upgrade-to-google-analytics-4/>

Install Google Tag Manager for web pages

<https://developers.google.com/tag-platform/tag-manager/web>

About tracking code inserting on the website

<https://www.analyticsmania.com/post/google-tag-manager-noscript/>

Site Kit by Google

Installing and setting up Site Kit

<https://sitekit.withgoogle.com/documentation/getting-started/install/>

Site Kit... but why????

<https://wphive.com/plugins/google-site-kit/>

Site Kit sensitive data

read this

<https://felix-artz.me/blog/storing-confidential-data-in-wordpress/>

enhanced measurement

[GA4] Enhanced event measurement

<https://support.google.com/analytics/answer/9216061?hl=en>

on-page search tracking

Track Site Search with Google Analytics 4 (GA4 Site Search)

<https://www.analyticsmania.com/post/track-site-search-with-google-tag-manager-and-google-analytics/>

Session timeout

A Guide to Bounce rate in Google Analytics 4

<https://www.analyticsmania.com/post/bounce-rate-in-google-analytics-4/>

Data retention time

Why do I see only 2 month data in Google Analytics 4?

<https://www.analyticsmania.com/post/2-month-data-in-google-analytics-4/>

GA3 old goals to GA4 conversions

"Pages per Session" Conversion in Google Analytics 4

<https://www.analyticsmania.com/post/pages-per-session-conversion-google-analytics-4/>

GA3 old goals to GA4 conversions

How to Track Conversions with Google Analytics 4 (previously known as Goals)

<https://www.analyticsmania.com/post/track-conversions-with-google-analytics-4/>

GA3 old goals to GA4 conversions

How to Track Events with Google Analytics 4 and Google Tag Manager

<https://www.analyticsmania.com/post/how-to-track-events-with-google-analytics-4-and-google-tag-manager/>

Google Signals

Demographics reports in Google Analytics 4

<https://www.analyticsmania.com/post/demographics-reports-in-google-analytics-4/>

channel grouping

[GA4] Default channel group

<https://support.google.com/analytics/answer/9756891?hl=en>

default events

[GA4] Recommended events

<https://support.google.com/analytics/answer/9267735?hl=en>

events

Events

<https://support.google.com/analytics/topic/9756175?hl=en>

CONVERSION MODELLING

[GA4] About modeled conversions

<https://support.google.com/analytics/answer/10710245?hl=en>

Measurement Protocol (Google Analytics 4)

<https://developers.google.com/analytics/devguides/collection/protocol/ga4/>

Google Signals, privacy

[GA4] Reporting identity

<https://support.google.com/analytics/answer/10976610?hl=en>

dual tagging (not recommended)

[UA→GA4] Send events to both your UA and GA4 properties

<https://support.google.com/analytics/answer/11091026?hl=en#zippy=%2Cin-this-article>

dual tagging (not recommended)

Add Google Analytics 4 to an existing Universal Analytics implementation

<https://developers.google.com/analytics/devguides/migration/measurement/add-ga4?technology=gtagjs>

opinion/benefits

23 Benefits of Google Analytics 4

<https://www.analyticsmania.com/post/benefits-of-google-analytics-4/#limits>