Google Analytics 4 – Basic Installation

Toucan Internet Clients
Applying a basic installation of Google Analytics 4 with MS Clarity

Who needs this?   Any enterprise that needs to monitor and improve website performance.

Why now?   Because Google Universal Analytics is stopping website monitoring in July 2023 and you could be left without any web performance information

Introduction

Google Universal Analytics (UA) is stopping website monitoring in July 2023, there is therefore a need to replace this facility. If you currently use UA you need to prepare for this change now by setting up and/or migrating over to Google Analytics 4 (GA4).

Monitoring the traffic to your website is a fundamental essential when reviewing search engine performance

Whilst Toucan Internet LLP recommends and advocates a full bespoke GA4 installation for any enterprise serious about continuous improvement of their website and the driving need for an improving ROI, we do understand that for some, a lower cost basic installation is preferable.

The full customized package with target goal metrics is detailed in this document >>

The Basic Package is detailed below.

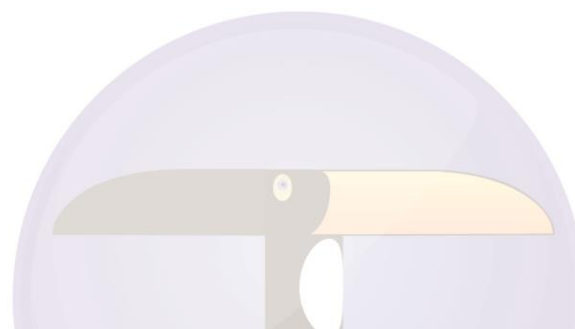## Basic Google Analytics 4 & MS Clarity for WordPress clients

Toucan Internet LLP has extended its team to now include conversion specialists so we can offer this and other website performance enhancing services.

Below is the fundamental work and facilities required to apply the generic GA4 metrics to your website. With this you will see the basic data with which you can assess the site and visitor performance. In addition, we will include MS Clarity so you can review recordings of visitor activity as they navigate your site. It is invaluable spotting as yet unseen user issues blocking users from getting to the end points they want – such as ordering!

Whilst this will give you the rudimentary metrics and information it is not the bespoke and comprehensive solution.

It includes:

- Add Google Tag manager (GTM) to the website for more efficient management of tags. This extends to beyond Google tags and includes others such as Facebook.

- Adding a basic container that will report on basic metrics including:

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- Visitor numbers, sources, locale, times age & Gender demographics

- Total clicks

- New visits and pages per visit

- Bounce rates

- Device usage

- Referring domains

- Top growing pages and top performing pages

- Traffic by countries

- Top performing pages

• Add Microsoft Clarity

What is NOT included in the Basic Installation

This is detailed so you can make a valued decision between this and full bespoke installation.

It does not include:

- Removal of any in-line legacy scripts for UA. UA will still be left functional but managed in GTM.

- Conversion event tracking - such as sending a form or placing an order. This is the ability to track visitors from source to final event. These will not be shown in GA4 reports.

- GDPR Compliance check. Depending on the facilities on your website, integrations of GA4 and MS Clarity may be capturing personal data and therefore contravene fundamental GDPR compliance.

- A review of technically duplicate URL's, that produce erroneous data.

- Customisation to remove visitor data from administrators, developers and alike.

- No linking of Google Search Console to GA4 which reports on:

  - Total impressions

  - Average position

  - Backlinks

  - Top search terms

  - Index Status – total number of pages indexed and unindexed pages
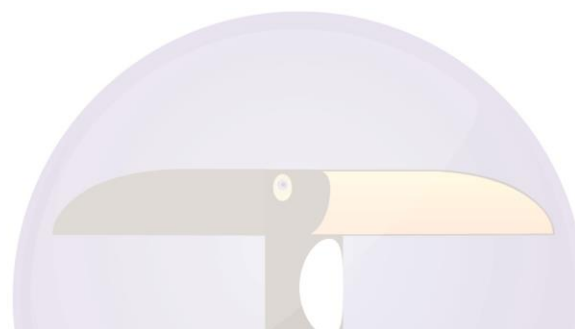
  - Blocked Pages

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- Crawl errors

- Warnings:-

    ▪ Broken Links

    ▪ Pages with missing Meta descriptions

    ▪ Pages with missing H1 tags

    ▪ Pages with short titles

- Backlinks Anchor text

- Top queries

- W3C validation issues

- JavaSCript Errors

- No bespoke modification of GA4 to meet your individual requirements

Implementation

To complete the installation, we will typically require:

- Your Google ID

- Admin access to the WordPress control panel

Cost

The cost for this is £135 assuming there are no unforeseen hurdles with your website. If you want any bespoke or additional work completed at the same time, that can be estimated separately.

Exclusions

All prices detailed exclude VAT and are for standard services. You may extend these as required to further tailor your package and we will estimate as required.

If in doubt, please get in touch"

Details Collated by

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