



**Toucan
Internet**

*Bespoke Web Development
& Process Automation*

Migrating to Google Analytics 4 and more – a bespoke installation

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Establishing Google Analytics 4 - General Clients i2.PDF

Toucan Internet Clients

Bespoke Migration to Google Analytics 4 and more

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).

This document is for clients who require website traffic metrics from their WordPress website

Whilst the original Google Analytics was relatively easy to use “out of the box”, GA4 is more complex and requires more input to install so we get the metrics we need to assess the site and understand visitor performance.

Recommendations

Toucan Internet LLP has extended its team to include website conversion specialists so we can offer you the best bespoke solutions. We've put together several options to meet every need:-

1) “Essential” Update

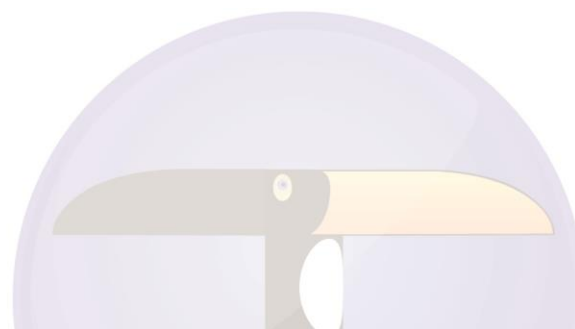
This is the fundamental work and facilities required for your website so we can reach the metrics you need to assess the site and visitor performance. It is matched to your specific needs.

It includes:

Using your Tag Manager account and adding it to our system. See <https://support.google.com/tagmanager/answer/6103696?hl=en>. All you need do is set up the account and give us admin access, we do the rest.

We then:

- 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 all key metrics including:
 - 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
- Verifying that the data is linked and available in Google Search Console:
 - Total impressions
 - Average position
 - Backlinks and Backlinks Anchor text
 - Top search terms
 - Index Status – total number of pages indexed and unindexed pages
 - Blocked Pages
 - W3C validation issues, Crawl errors and JavaScript Errors
 - Warnings:
Broken Links, pages with missing meta descriptions, pages with missing H1 tags and pages with short titles
- Remove any in-line legacy scripts for UA. UA will still be left functional but managed in GTM.
- Conversion event tracking – we also include a standard conversion event such as form submission confirmation page or order acknowledgement or contact form acknowledgement page. This will enable you to track visitors from source to order.

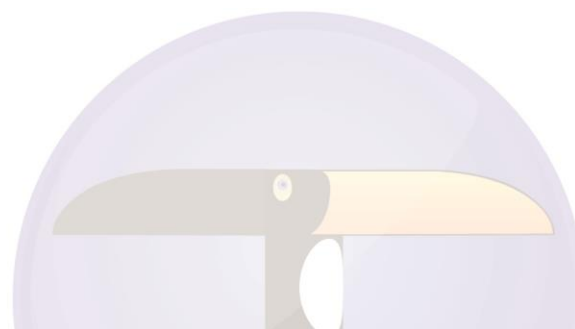
This will enable you to monitor your SEO effectiveness to see the data online in GA4 and Search Console.

Total Cost for this starts at £540

2) “Essential Plus” Update

In addition to what is provided in **Essential Update** above we also install and configure **Microsoft Clarity**, so you also have the ability to watch user interaction on your website and see heatmaps of each page.

Total Cost for this work is typically £650



Further website performance services

User Behaviour Monitoring

This is where it can get very exciting and give substantial returns as we dig deeper into user behaviour on your website. This can include facilities such as end point tracking so we can match visitor sources to particular end points such as an order, a sign up or any other trackable event.

Also, this can be extended to remarketing so visitors to your site can be reminded to return by Google Adverts under certain conditions, such as filling a basket but not completing checkout.

A workshop style discussion with us will open up your mind as to the opportunities available for driving your eCommerce solution more effectively for greater returns on investment.

Cost varies according to the scale of the engagement. Call us with your requirements and we can advise.

Visitor Behaviour Analysis

Whilst you have full access to all the metrics we discover, invariably the trained eye can see patterns and issues with user behaviour which, if modified, would result in greater return on your website investment. Through analysing the metrics and user interaction as recorded by MS Clarity we'll see where "search" maybe missing the mark or where visitors are not navigating the website well. This too is a bespoke services as it is tailored to your website needs and aspirations for improvement.

Cost varies according to the scale of the engagement. Call us with your requirements and we can advise.

Moderated Usability Research




This is a wholly bespoke service and can unearth some real home truths about where your website is not quite delivering as expected. Moderated interviews are conducted with selected interviewees to identify usability issues on client websites. These are undertaken as part of a brief with objectives like:

- Identify potential reasons why more users are not submitting leads
- Explore perceptions of the XXXX brand online
- Find usability issues on the XXXX lead generation journey
- Compare the user experience of XXXX with a competitor site

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"

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