



**Toucan
Internet**

*Bespoke Web Development
& Process Automation*

Google Analytics 4 *Automatic Update Shortfalls*

Prepared by Simon Thomas

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Google Analytics 4 - Automatic Migration Shortfalls i1.PDF

Google Analytics 4

Shortfalls in allowing Google to automatically update

Who needs this? Any enterprise that currently uses GA3 (UA) to monitor 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.

Toucan Internet LLP provides a number of migration services from GA3 to GA4 from full bespoke GA4 installation for any enterprise serious about continuous improvement of their website and the driving need for an improving ROI, to a lower cost basic installation.

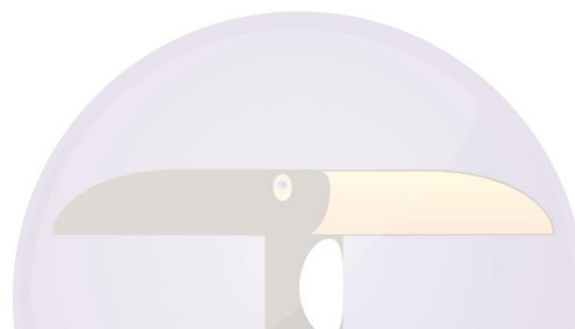
These packaged services are [detailed here](#) under “Conversion Rate Optimisation”.

Google will however make migration updates automatically, but please be aware of the predicted shortfalls below.

Google Analytics 4 – likely shortfalls in not manually updating.

These important components are possible with a manual update and from our research [will not be accommodated with an automatic Google migration to GA4](#) :-

- Flexible and tailored event creation via Google Tag Manager (GTM).
- Capture button and navigation text clicks.
- Form submission success events.
- Redacting personal identifiable information to prevent breaching GDPR regulations.
- Page load speed metrics via GTM.
- Migrating all non-destination goals from GA3.
- Adding new metrics and dimensions, such as Session Conversion Rate to standard reports.
- Register custom dimensions & metrics in GA4 console (e.g. browser language).





- Youtube video starts and complete metrics configured for your website set up.
- JavaScript error events to track an important indicator of site health.
- Element visibility event (e.g. banner or error message visible in browser).
- Link & publish Search Console report for analysis of key search terms.
- Link Google Ads for campaign performance measurement.
- Configure Google Ads events on your website.
- Change data retention period from 2 to 14 months.
- Remove unwanted query parameters from landing page URLs.
- Create events for important pageviews or event clicks in GA4 console.
- Enable conversion events in GA4 console.
- Capture download file name and type.
- Track ecommerce events if site is transactional.
- Set domains for cross-domain tracking.
- Filtering out internal traffic.
- Capture browser language.
- Remove unwanted referrals from payment methods used by your users.
- Track affiliate visitors and sales via a 1st party cookie.
- Capture and categorise content groupings.
- Remove trailing slash from page paths to prevent duplication.
- Trigger events based upon source, medium & campaign UTM parameters.
- Configure data from different environments to be sent to separate GA4 Properties :-
 - Top growing pages and top performing pages
 - Traffic by countries
 - Top performing pages
- Add Microsoft Clarity.

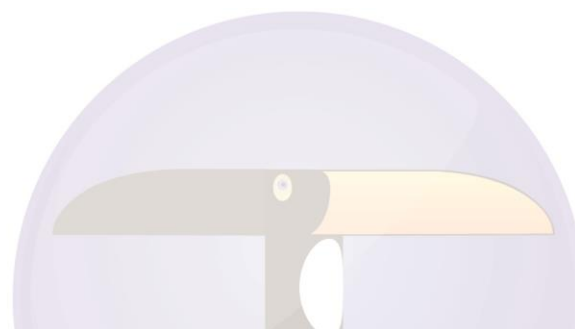
 01279 871 694

 info@toucanweb.co.uk

 toucanweb.co.uk

 The Old Stables, 19 Garnetts, Takeley, CM22 6RJ, United Kingdom

Toucan Internet LLP registered office: 14 Austin Friars, London, EC2N 2HE, U.K.
Registered No. OC312200





Summary

A good number of these missing components are usually important in gathering, presenting and storing valuable visitor information for most businesses who are looking for website performance improvements. So our advice is to manually migrate to GA4 from GA3 so that the settings have been considered and put in place by people who understand your specific needs.

If you don't do this internally, we can help and suggested update programs are detailed here - <https://www.toucanweb.co.uk/resources/>

“If in doubt, please get in touch”

Details Collated by

Simon Thomas
1st March 2023

simon@toucanweb.co.uk
www.toucanweb.co.uk
@toucan_group
01279 871 694

