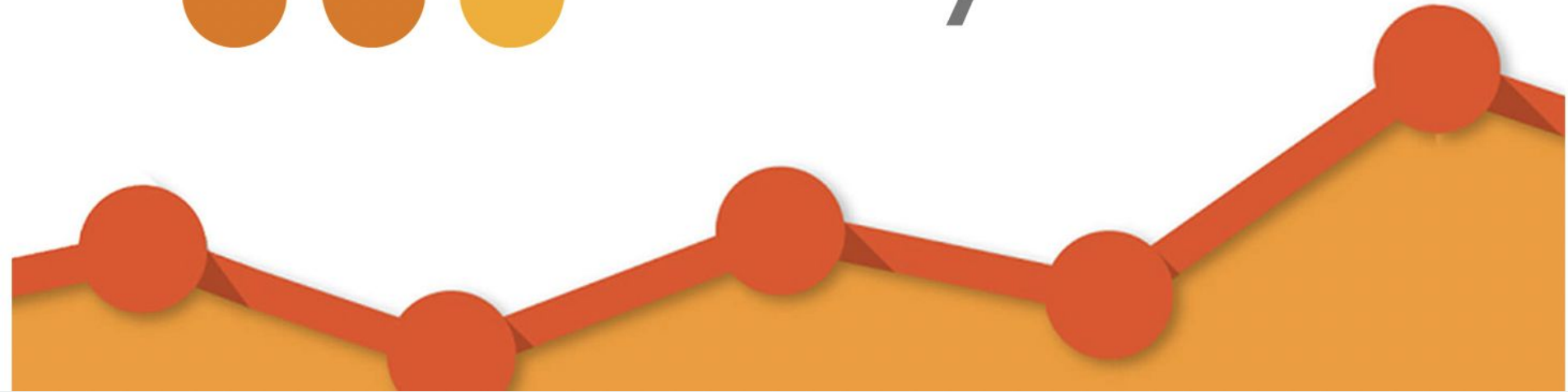


Google Analytics 4



Phiphat Sotthivilaipong

Working Experience

Head of Digital Marketing at Chivit-D by SCG

Usports (Digital Marketing Consultant)

Education

Master Degree Digital Marketing Communication Bangkok University

Certifications

Chief Marketing Technologies by future skills

HubSpot partner certifications (Inbound / Automation / CRM / Content)

Google Analytics / Google ads / Google Data Analytics

Keynote & Lecture

- วิทยากรพิเศษ Marketing Automation by Hubspot (โรงพยาบาลพญาไท)
- วิทยากรพิเศษ SEO (SCG / การตลาดวันละตอน / Usports / สถาบันเทคโนโลยีไทย-ญี่ปุ่น)
- วิทยากรพิเศษ CRM for Marketer (โรงพยาบาลพญาไท / SCG)
- วิทยากรพิเศษ Inbound Marketing (โรงพยาบาลพญาไท / SCG)
- วิทยากรพิเศษ O2O data driven (โรงพยาบาลพญาไท)
- วิทยากรพิเศษ Marketing Technology (สถาบันเทคโนโลยีไทย-ญี่ปุ่น)
- วิทยากรพิเศษ Google ads Performance (สถาบันเทคโนโลยีไทย-ญี่ปุ่น / SCG)
- วิทยากรพิเศษ Google Analytic 4 (Myhome app by SCG)



Course Agenda



09.00 – 09.30

Introduction Google Analytic 4

09.30 – 10.30

How to Setup Google Analytic 4 with GTM

10.30 – 10.40

Break 1

10.40 – 12.00

What's new / What Different GA vs GA4

12.00 – 13.00

Break 2

13.00 – 14.00

What does GA4 Look like?

14.00 – 14.30

How to Measurement Google Analytic 4

14.30 – 14.40

Break 3

14.40 – 15.00

What's Search Console / How to install Search Console

15.00 – 16.00

What does Search Console ? (Remove outdated content)

How to Measurement organic traffic with Search Console



Google Analytics 4 is an analytics service that enables you to measure traffic and engagement across your websites and apps



Google Analytics
Classic from
Urchin
2006

Universal
Analytics + SDK
2012

2016
Firebase

2017
Firebase
reporting in GA
interface

App + Web property
Sunset of SDK
July 2019

2019
GA4F projects sunset

Google Analytics 4
Oct 2020





Scalable



Responsible, durable
measurement



Intelligent business
predictions



Drive business impact



**Data Steam
(Web)**

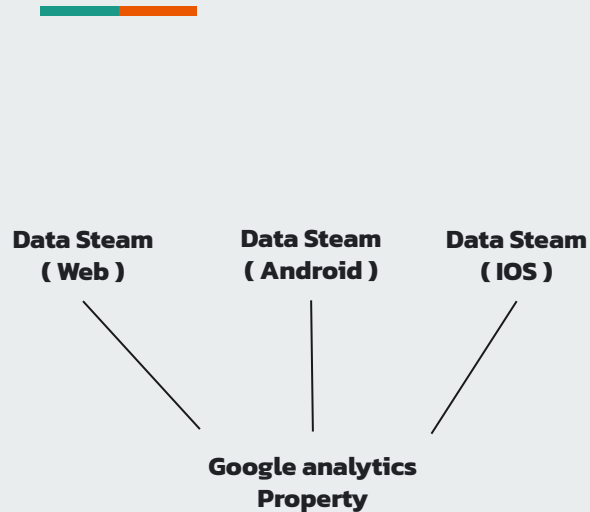
**Data Steam
(Android)**

**Data Steam
(IOS)**

**Google analytics
Property**

A diagram illustrating the data flow into Google Analytics. Three data streams are shown at the top: 'Data Steam (Web)', 'Data Steam (Android)', and 'Data Steam (IOS)'. Three lines connect these streams to a central box labeled 'Google analytics Property'. The line from 'Data Steam (Web)' is a diagonal line sloping down and to the right. The line from 'Data Steam (Android)' is a vertical line. The line from 'Data Steam (IOS)' is a diagonal line sloping down and to the left.

Introduction Google Analytics 4

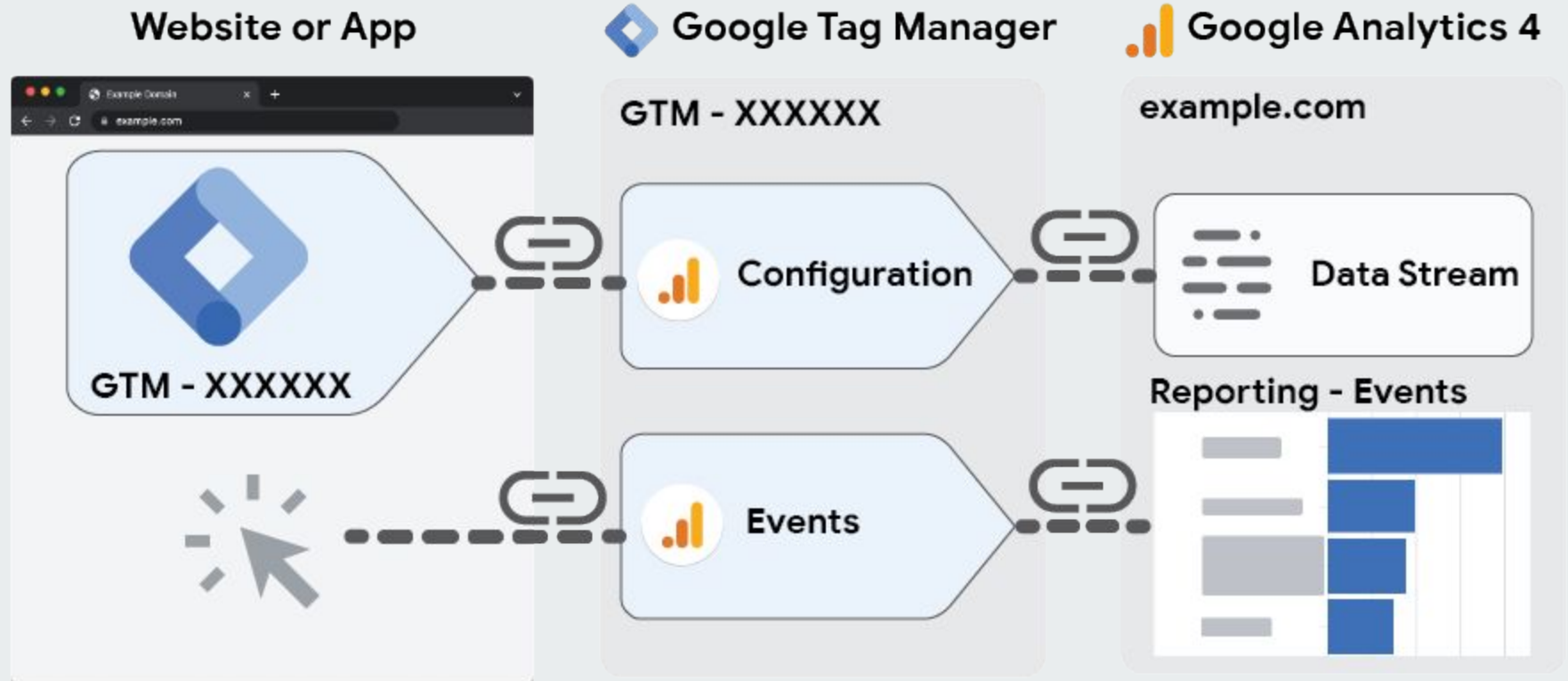


A screenshot of the Google Analytics Admin interface. The interface is divided into two main sections: "ADMIN" (highlighted in blue) and "USER". Under the "ADMIN" section, there are two main categories: "Account" and "Property". The "Account" section shows "Demo Account" with a dropdown arrow and a list of options: "Account Settings", "Account Access Management", "All Filters", and "Trash Can". The "Property" section shows "GA4 - Google Merch Shop (213025502)" with a dropdown arrow and a list of options: "Setup Assistant", "Property Settings", "Data Streams" (highlighted with an orange border), "Events", "Conversions", "Audiences", "Custom definitions", "Data Settings", and "Data Import".

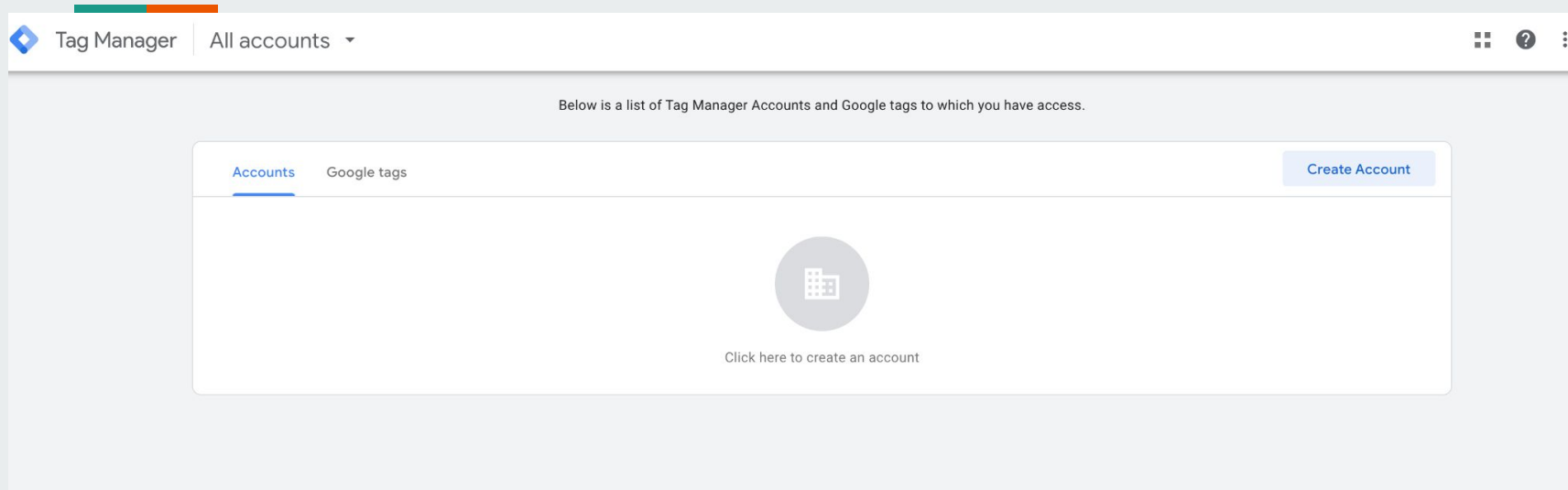


How to Setup Google Analytic 4 with GTM

How to Setup Google Analytic 4 with GTM



How to Setup Google Analytic 4 with GTM



Create your account Google tag manager

<https://tagmanager.google.com/>

How to Setup Google Analytic 4 with GTM

Add a New Account

Account Setup

Account Name

e.g. My Company

Country

United States






Share data anonymously with Google and others 

Container Setup

Container name

e.g. www.mysite.com

Target platform

- | | |
|---|--|
|  | Web
For use on desktop and mobile web pages |
|  | iOS
For use in iOS apps |
|  | Android
For use in Android apps |
|  | AMP
For use in Accelerated Mobile Pages |
|  | Server
For server-side instrumentation and measurement |



Break 1

What's new ?



Built with a bigger focus on machine learning.

The customer journey in focus

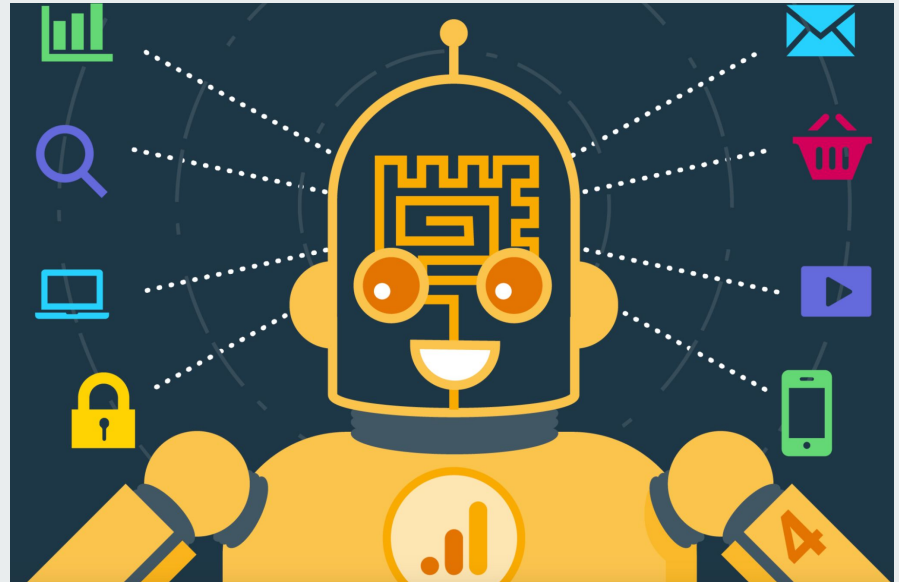
Improved audience building & remarketing

Events tracking

New reports

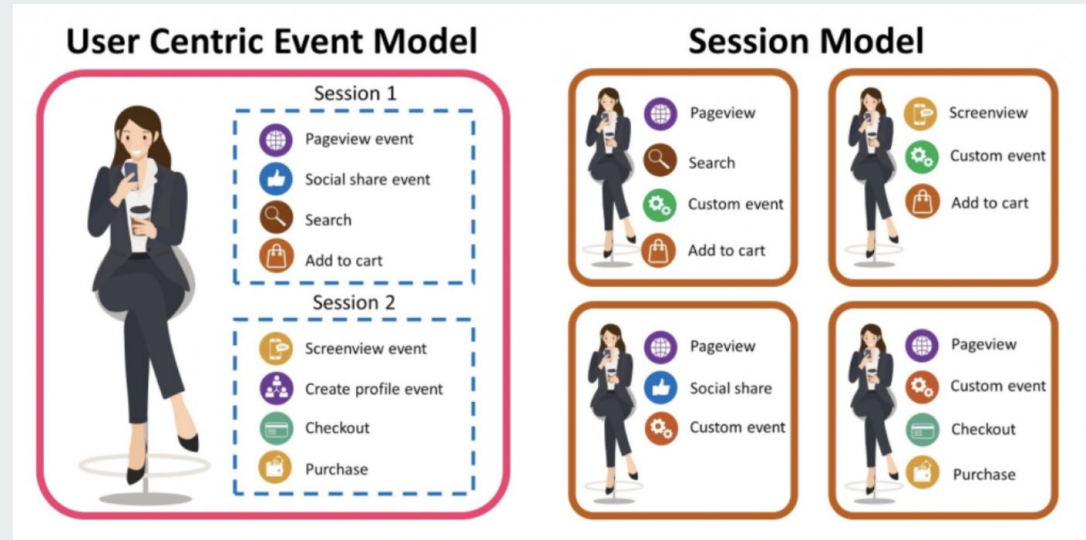
Built with a bigger focus on machine learning

The AI-powered insights will be able to predict outcomes such as revenue from a particular segment of customers



The customer journey in focus

GA4 focuses more on the entire journey by providing more insight to how customers are interacting from start to finish.



The customer journey in focus



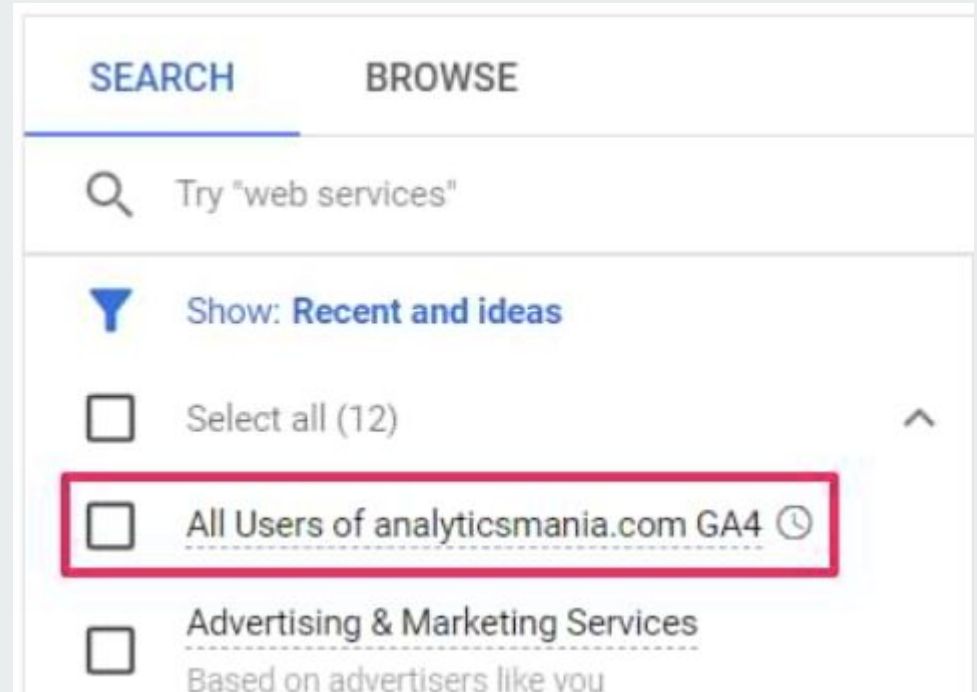
To understand how GA4 is tracking the customer journey across multiple sessions and devices, we have to take a look at two features; Google Signals and User ID

Google Signals

User ID

Improved audience building & remarketing

With GA4 you can create audiences by grouping together users based on any combination of dimension, metrics and events



Events tracking

Users will be able to add and edit basic event tracking in GA without having to edit on-site code or set up tracking in tag manager






× Enhanced measurement SAVE

- Page views**
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.
[Show advanced settings](#)
- Scrolls**
Capture scroll events each time a visitor gets to the bottom of a page.
- Outbound clicks**
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.
- Site search**
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.
[Show advanced settings](#)
- Video engagement**
Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.
- File downloads**
Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

New reports



Life cycle reports

- ▶  Realtime
- ▶  Audience
- ▶  Acquisition
- ▶  Behavior
- ▶  Conversions



Realtime

Life cycle 

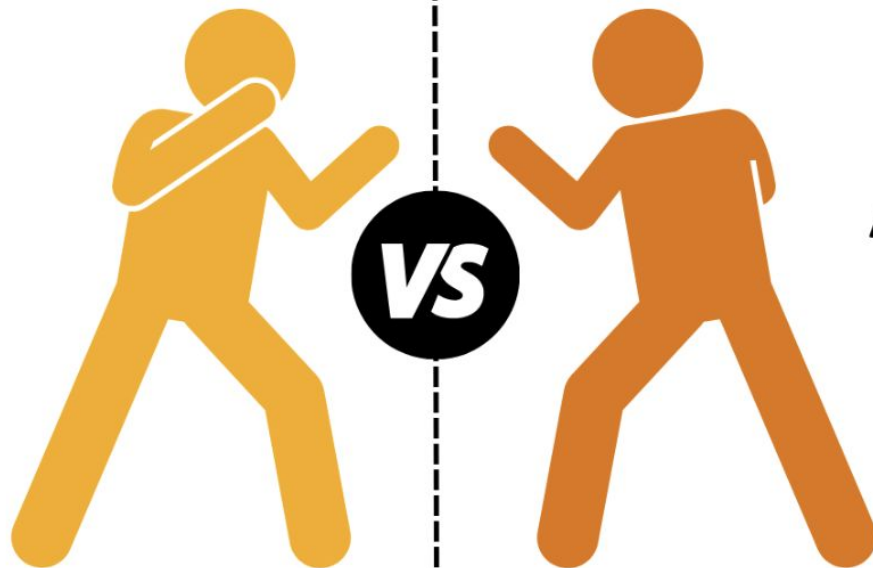
- ▶ Acquisition
- ▶ Engagement
- ▶ Monetization

Retention

User 



**GOOGLE
ANALYTICS
UNIVERSAL**



**GOOGLE
ANALYTICS
4**

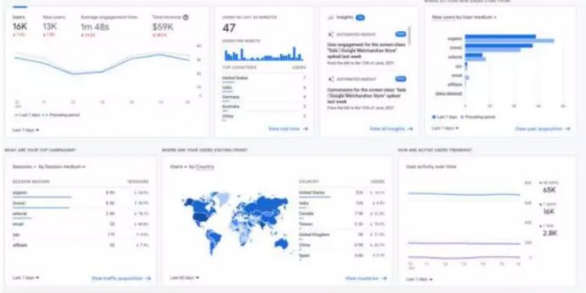
Data & Reports

NEW UI: REPORT, ANALYSIS, CONFIGURATION


LATEST UI - NOT YET AVAILABLE ON EVERY PROPERTY

- Home
- Real-time
- LIFE CYCLE
- Acquisition
- Engagement
- Monetisation
- Retention
- USER
- Demographics
- Tech
- EVENTS
- Conversions
- Events
- EXPLORE
- Analysis
 - Analysis hub
 - Template gallery
- CONFIGURE
- Audiences
- Custom definitions
- DebugView


Report



Analysis



Configuration



Reports

- Explore
- Advertising
- Configure

Reports snapshot

- Real-time
- Life cycle
- Acquisition
- Engagement
- Monetisation
- Retention
- User
- Demographics
- Tech


Advertising snapshot

- Attribution
- Model comparison
- Conversion paths

Events

- Conversions
- Audiences
- Custom definitions
- DebugView

Session-based Data Vs. Event-based Data

 Universal Analytics

User

Session

Session

Hit

Hit

Hit

Hit

 GA4

User

User
Property

User
Property

User
Property

Event

Parameter

Parameter

Parameter



Event and Conversion Creation

Events

Enhanced measurement ✓

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: 👁 Page views 📄 Scrolls 🔗 Outbound clicks [+ 4 more](#) ⚙

[Modify event](#) [Create event](#)

Existing events

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
click	27		17		<input type="checkbox"/>
contact_us	0		0		<input checked="" type="checkbox"/>
file_download	1		1		<input type="checkbox"/>
first_visit	626		626		<input type="checkbox"/>
form_start	23		14		<input type="checkbox"/>
form_submit	15		8		<input type="checkbox"/>
page_view	1,367		650		<input type="checkbox"/>
scroll	349		221		<input type="checkbox"/>
session_start	853		653		<input type="checkbox"/>
speak_to_scientist	18		9		<input checked="" type="checkbox"/>
view_search_results	22		11		<input type="checkbox"/>

Custom Events

Stored user data



Universal Analytics stored user data for up to 50 months, but GA4 will only store user-specific data for up to 14 months.



Break 2



What does GA4 Look like?

<https://analytics.google.com/>



How to Measurement Google Analytic 4

<https://analytics.google.com/>



Break 3



What's Search Console

How to install Search Console

How to install Search Console

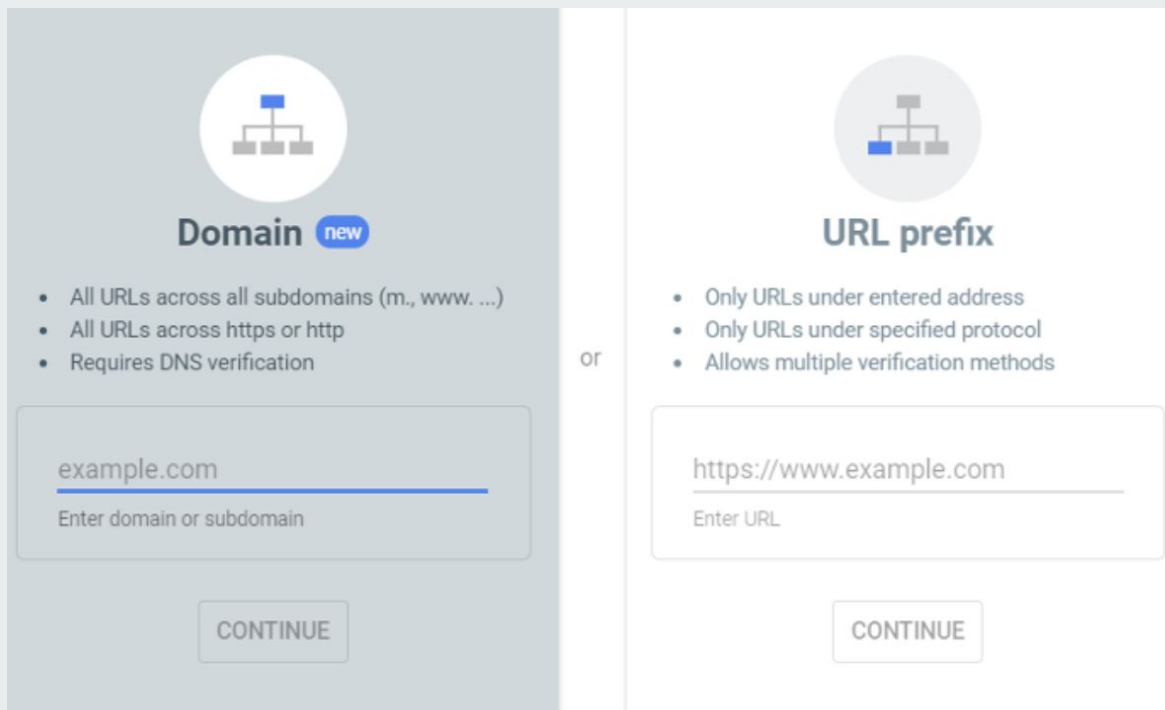


**helps you monitor, maintain, and
troubleshoot your site's presence
in Google Search results**



Google Search
Console

How to install Search Console



The image shows a screenshot of the Search Console installation interface. It is divided into two main sections by a vertical line, with the word "OR" centered between them. The left section is titled "Domain" with a "new" badge and features a tree icon with a blue square at the top. Below the title are three bullet points: "All URLs across all subdomains (m., www. ...)", "All URLs across https or http", and "Requires DNS verification". A text input field contains "example.com" with a blue underline, and the placeholder text "Enter domain or subdomain" is visible below it. A "CONTINUE" button is at the bottom. The right section is titled "URL prefix" and features a tree icon with a blue square at the bottom-left. Below the title are three bullet points: "Only URLs under entered address", "Only URLs under specified protocol", and "Allows multiple verification methods". A text input field contains "https://www.example.com" with a blue underline, and the placeholder text "Enter URL" is visible below it. A "CONTINUE" button is at the bottom.

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

CONTINUE

OR

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE

How to install Search Console

Instructions for: Any DNS provider ▼

1. Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)
2. Copy the TXT record below into the DNS configuration for

COPY

3. Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again

[Full details](#)



Can't verify via Domain name provider?

For more verification methods, [try a URL prefix property instead](#)

REMOVE PROPERTY

VERIFY LATER

VERIFY

How to install Search Console

Other verification methods

HTML tag	Add a meta tag to your site's home page	▼
Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Associate a DNS record with Google	▼

How to install Search Console

General - Yoast SEO

Dashboard General Features Company info **Webmaster tools** Security

Help center

Webmaster Tools verification

You can use the boxes below to verify with the different Webmaster Tools, if your site is already verified, you can just forget about these. Enter the verify meta values for:

[Bing Webmaster Tools:](#)

BF7019908B448C4C401A88E223188812

[Google Search Console:](#)

D8xCHuAuvM4ZcblP9PAhJw83L4uUJowSt28Q4C8084CSmY

[Yandex Webmaster Tools:](#)

786e83887c88083f38

File Manager

public_html

Name	Size
wp-admin	4 KB
wp-content	4 KB
wp-includes	12 KB
index.php	420 bytes
license.txt	19.47 KB
readme.html	7.2 KB
google79231514352ba2341.html	6.78 KB
wp-blog-header.php	369 bytes
wp-comments-post.php	2.23 KB

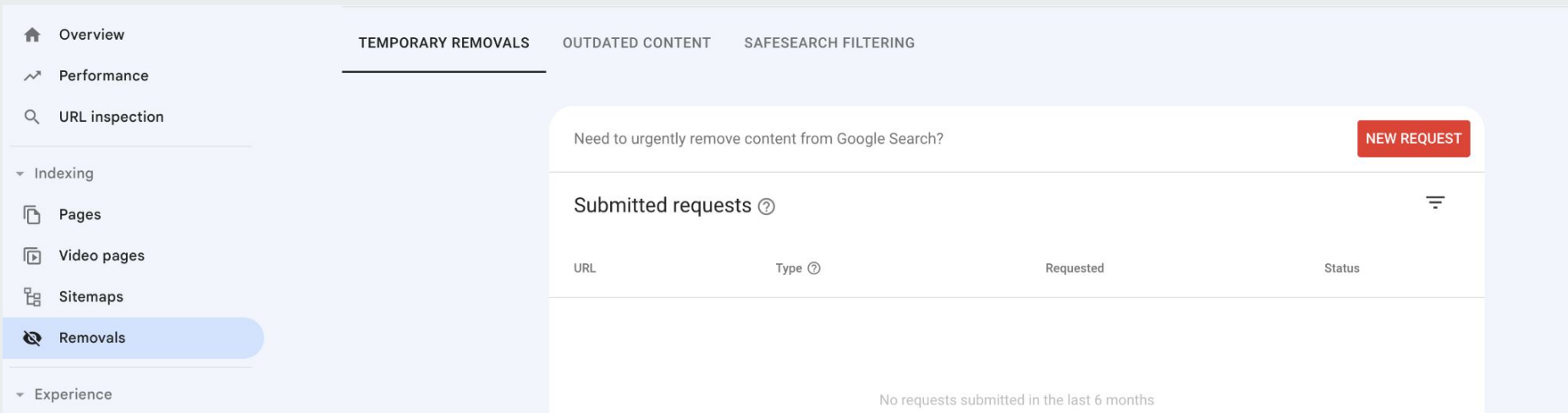


What does Search Console ?

(Remove outdated content)

**How to Measurement organic traffic
with Search Console**

Remove outdated content



The screenshot displays the Google Search Console interface. On the left is a navigation sidebar with the following items: Overview, Performance, URL inspection, Indexing (expanded), Pages, Video pages, Sitemaps, **Removals** (highlighted), and Experience. The main content area has three tabs: TEMPORARY REMOVALS, OUTDATED CONTENT (selected), and SAFESERCH FILTERING. Below the tabs is a white card with a red 'NEW REQUEST' button and the text 'Need to urgently remove content from Google Search?'. Underneath is a section titled 'Submitted requests' with a table header: URL, Type, Requested, and Status. The table is currently empty, and a message at the bottom states 'No requests submitted in the last 6 months'.

Overview

Performance

URL inspection

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

TEMPORARY REMOVALS

OUTDATED CONTENT

SAFESERCH FILTERING

Need to urgently remove content from Google Search?

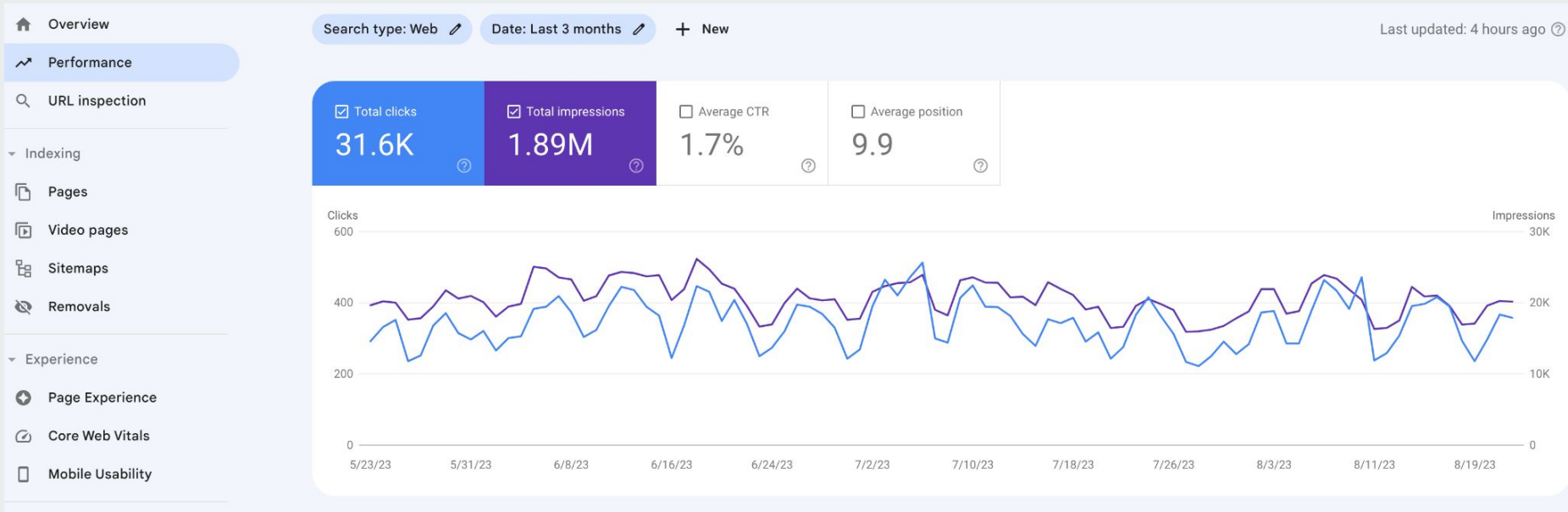
NEW REQUEST

Submitted requests

URL	Type	Requested	Status
-----	------	-----------	--------

No requests submitted in the last 6 months

How to Measurement organic traffic with Search Console





Q&A