



# Google Analytics 4 Walkthrough

Google's shift from Universal Analytics to GA4 is leaving its users with a lot of questions. This document provides a comprehensive walkthrough of the new Google Analytics 4 platform, covering all the ways you can use it to get valuable insights about your website. With this document, you'll learn how to get around GA4, how to create effective reports, and how to gain actionable insights from your data.

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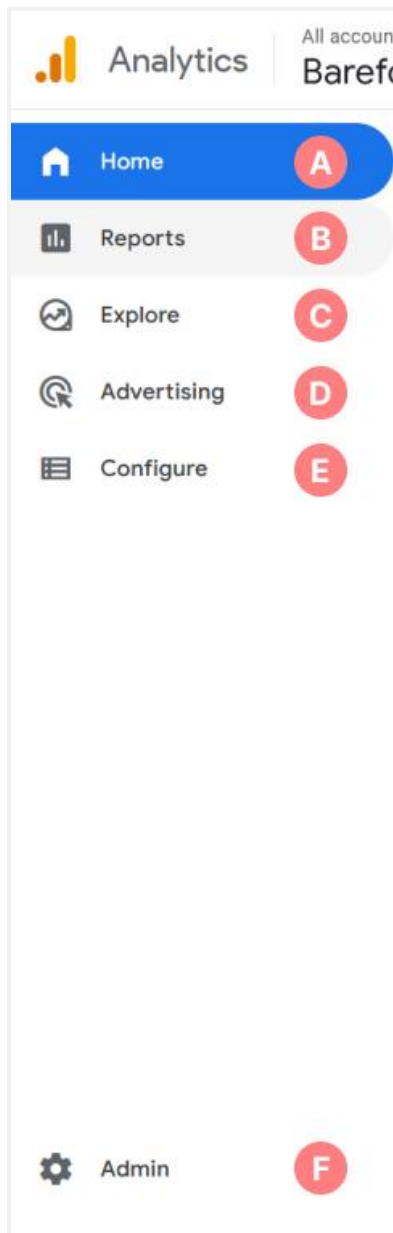
[Track business metrics in Advertising](#)



# Learn to get around in Google Analytics 4

Use the left sidebar to access different pages of the platform.

If you've had experience with previous versions of Google Analytics, you'll notice new naming conventions and tools in Google Analytics 4. Or maybe you're a first-time user, or it's just been a while since you've opened Google Analytics. Here's a look at global navigation on the Google Analytics platform.



## Home (A)

Access a Home dashboard that includes some popular Google Analytics reports, links to recently viewed pages, and insights & recommendations.

## Reports (B)

The Reports section of Google Analytics is a space for viewing, editing, and interacting with standard reports. These are organized into Collections, which are essentially folders containing reports related by topic.

## Explore (C)

Explore takes you to the Explorations section of Google Analytics. There, you can create and manipulate custom reports to drill deeper into your data.

## Advertising (D)

This workspace includes reports related to advertising, customer purchase journeys, and conversions.

## Configure (E)

Clicking **Configure** currently redirects you to the **Admin** page.

## Admin (F)

Navigate to your Google Analytics settings, where you can set up and manage data streams, events, custom definitions, and more.

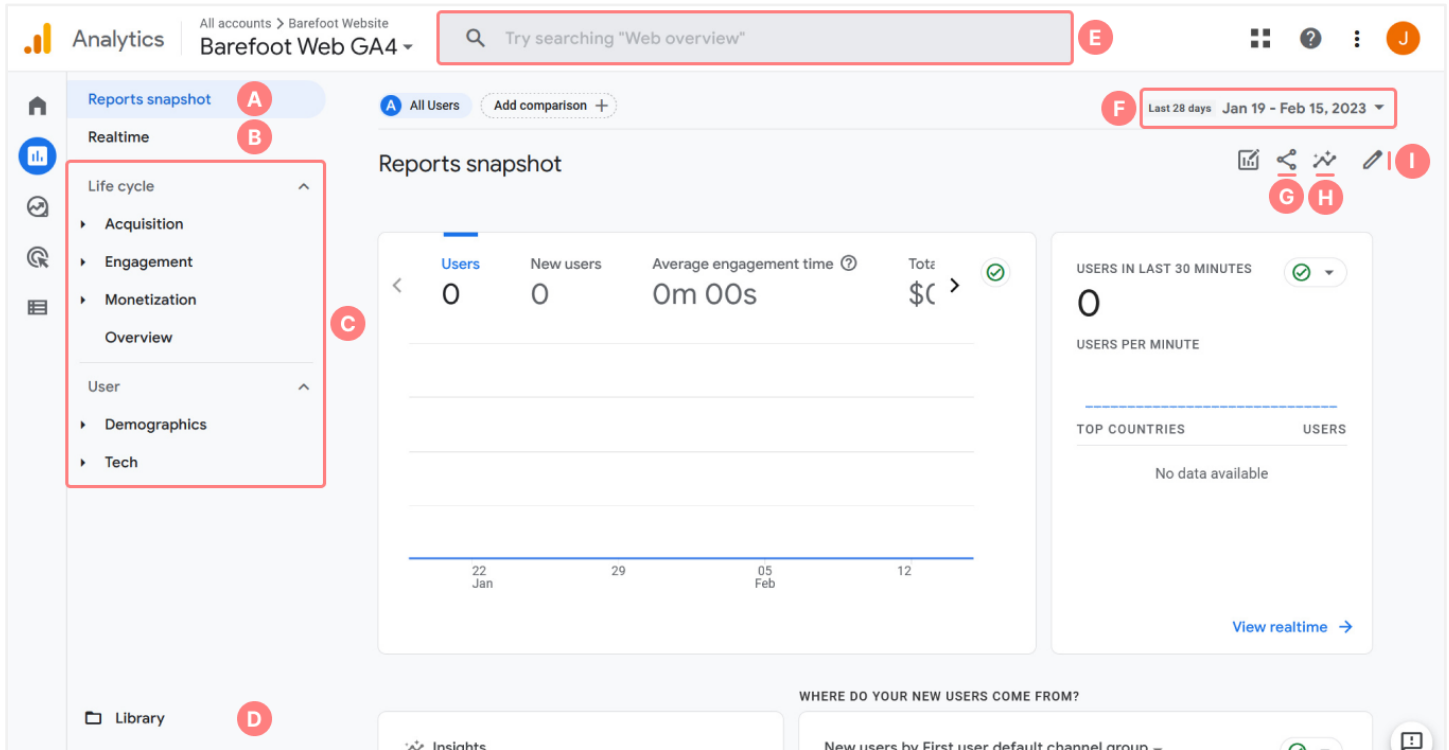
Learn more about [navigating Google Analytics 4](#).



# Reports: a close look at the Reports workspace

Learn how the Reports section is laid out.

You may be looking for a specific standard report in the system, or you may want to explore the data that's already set up and available. Take a look below at the Reports interface to learn how to navigate this workspace.



## Reports snapshot (A)

View a dashboard of summary reports that displays first when you click on Reports in the left sidebar.

## Realtime (B)

The Realtime overview report shows you what's happening live, within the last thirty minutes.

## Collections (C)

Access standard reports from the Collections menu. Individual reports are organized in folders by topic. Life cycle reports focus on acquisition, engagement, monetization, and retention. User reports focus on user demographics and the tech users access your website with.

**Note:** To add or remove reports on the Collections menu, head to your Library.



- Library (D)** In your report Library, you can edit and create collections, customize and create reports, and choose which reports are listed in the Collections menu.
- Search bar (E)** Use the search bar to ask analytics questions, look for help articles, or enter where you want to navigate in the Google Analytics platform.
- Date range (F)** Click on this dropdown menu to change the date range for all reports displayed on the current page.
- Share (G)** Share a link to this page or download a PDF or CSV file for this page.
- Insights (H)** With Insights, Google applies analytics intelligence to answer some basic questions related to your data. You can select a suggested question by clicking the Insights button or type your own question in the search bar at the top of the screen.
- Customize report (I)** Click the Customize button to add and remove card reports and rearrange their order on the current page.

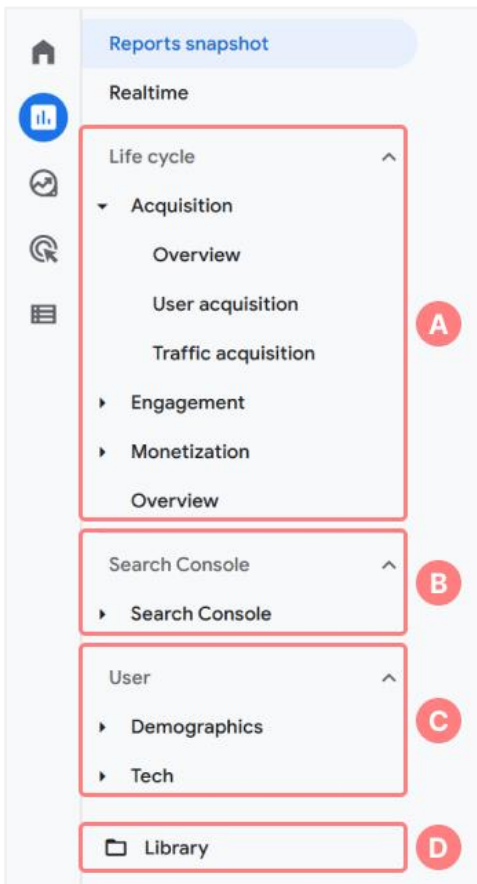
Read more about [Reports on Google Analytics](#).



# Find the reports you need in Collections

Learn how to navigate the Collections menu.

Maybe you need to jump quickly between reports or you're looking for data on a particular topic. Get to know the Collections menu in this mini guide to make that easier.



Individual reports are grouped together by topic. For example, under the Acquisition topic, you can see an overview report and two related detail reports: user acquisition and traffic acquisition.

Each topic folder contains an overview report, a dashboard of card reports much the same as you'd see in the Reports snapshot dashboard. Detail reports offer more detail than overview reports.

## Life Cycle Collection (A)

Life cycle reports are standard reports focused on where users come from, what they do on your website, their purchase behaviours, and the number of users that come to your website more than once.

## Search Console Collection (B)

If you have a Search Console account that is integrated with Google Analytics 4, data from Search Console will be displayed automatically in this collection.\* This is where you can see which search terms users are typing in Google search before finding your site, for example. These and related reports are also available on Search Console, separate from Google Analytics.

*\*Search Console reports are hidden by default. To make them visible, go to **Library** and publish the Search Console collection. Then it will appear in the Collections menu.*

## User Collection (C)

These reports display demographic and tech-related data about the users that visit your site, such as their city and country and the devices they use.

## Edit and Create Collections (D)

You can add and remove reports to your Collections in your **Library**.

Read more about [customizing report navigation](#) in Collections.





# Interact with standard reports

View different categories of data in a card report or detail report.

Sometimes you may want to look at the data in a report in a slightly different way. Maybe you want to change the user segment or the traffic source type. You may not need to create a new report to do this if the framework is already there in an already existing report. Some card reports and detail reports let you select parameters from a dropdown list so that you can change some of the data that's displayed.

Let's say, for example, that you want to change a card report that shows *Sessions by Session default channel group* to a more specific *Sessions by Session source*. Take a look below at how you can do this quickly.

The image shows three sequential screenshots of a Google Analytics report titled "WHAT ARE YOUR TOP CAMPAIGNS?".

- Left screenshot:** The report is titled "WHAT ARE YOUR TOP CAMPAIGNS?". The dropdown menu is set to "Sessions by" and "Session default c...". A red box highlights the dropdown menu with a red circle containing the number "1". The table shows session counts for various categories: Direct (943), Organic Search (365), Email (290), Organic Social (165), Referral (146), Unassigned (36), and Organic Video (1). A "View traffic acquisition" link is at the bottom.
- Middle screenshot:** The dropdown menu is open, showing a list of options: "Session default channel group", "Session source", "Session medium", "Session source / medium", "Session source platform", "Session campaign", and "Organic Video". A red box highlights the entire dropdown menu with a red circle containing the number "2".
- Right screenshot:** The dropdown menu is set to "Sessions by" and "Session source". A red box highlights the dropdown menu with a red circle containing the number "3". The table shows session counts for various sources: (direct) (943), google (288), Email mark... software (280), bing (62), m.facebook.com (54), facebook.com (48), and barefoot.my...sites.com (39). A "View traffic acquisition" link is at the bottom.



You can do the same thing with detail reports. Just select a different dimension from the dropdown list to change how you look at the data in that report. Here's an example of a similar report to the card report above. As you can see, a detail report provides displays more data, while a card report offers a summary of the data.

	↓ Users	Sessions	Engaged sessions	Average engagement time per session
<b>Session default channel group</b>	<b>1,371</b> 100% of total	<b>1,946</b> 100% of total	<b>1,200</b> 100% of total	<b>1m 14s</b> Avg 0%
1 <b>Direct</b>	770	943	524	1m 03s
2 <b>Organic Search</b>	234	365	267	2m 09s
3 <b>Email</b>	174	290	196	1m 03s
4 <b>Organic Social</b>	136	165	94	0m 36s
5 <b>Referral</b>	65	146	109	1m 30s
6 <b>Unassigned</b>	21	36	6	0m 16s
7 <b>Organic Video</b>	1	1	1	0m 23s

Check out [Analytics dimensions and metrics](#) for a description of all dimensions and metrics available in Google Analytics 4.



# Use the Library to manage your standard reports


Learn the tools available on the Library page.

You may sometimes want to update which reports appear in the Collections menu. Or maybe you want to edit existing standard reports—even create new ones. The Library is the hub for managing standard reports on Google Analytics. Take a look below at the two sections of this page.


The screenshot displays the Google Analytics Library interface. On the left is a navigation sidebar with categories like 'Reports snapshot', 'Realtime', 'Life cycle', 'Acquisition', 'Engagement', 'Monetization', 'Overview', 'Search Console', 'User', 'Demographics', and 'Tech'. The 'Library' button is highlighted at the bottom of the sidebar. The main content area is divided into two sections: 'Collections' and 'Reports'. The 'Collections' section (labeled 'A') features a 'Create new collection' button with a plus icon, and two existing collections: 'Life cycle' and 'Search Console'. Each collection has a 'Published' status, a 'Life cycle' or 'Search Console' icon, and an 'Edit collection' link. The 'Reports' section (labeled 'B') includes a '+ Create new report' button and a search bar. Below is a table of reports:

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template	Collection	Description
<input type="checkbox"/>	Reports snapshot	Current Re...	Jesse Irwin	Feb 14, 2023 Jesse Irwin	Reports snapshot		
<input type="checkbox"/>	Landing page: Landing page		Jesse Irwin	Feb 14, 2023 Jesse Irwin	Landing page	Life cycle	
<input type="checkbox"/>	Top Site Searches		Jesse Irwin	Feb 14, 2023 Jesse Irwin	Events		Due to limitations with GA, manually select "vi

## Collections (A)

In this section, select **Create a new collection** to get started adding a collection or click **Edit collection** to make changes to an existing group of reports. If you want to choose whether a collection will be visible in the Collections menu, click the **Collection action menu**  icon and select **Publish** or **Unpublish**.

## Reports (B)

Begin crafting a new report with the **Create a new report** button. To edit, make a copy, rename, or delete a report from the list, click the **More Options**  icon on the right-hand side.


Read more about [customizing standard reports](#).



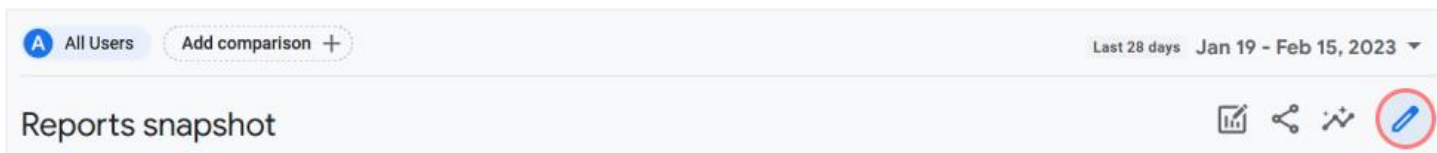


# Edit a report dashboard

Add and remove cards to an overview report.

Overview reports are essentially dashboards composed of cards—small summary reports. When you want to change what's included on a report dashboard and how the card reports are arranged, click the Customize report  button in the top right corner of the page.

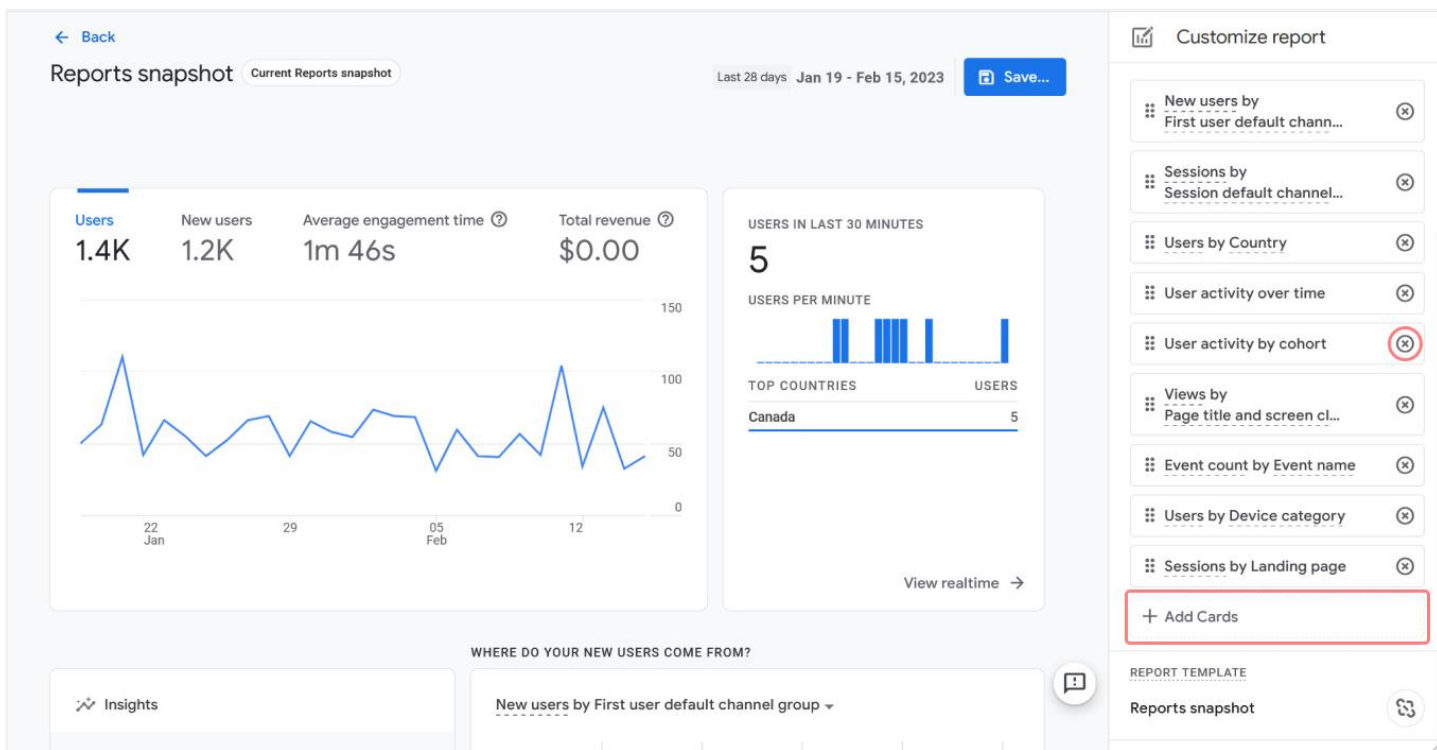
Let's say, for example, that you want to add a different card report to your Reports snapshot dashboard.



Clicking the Customize report button will open a window on the right. There, cards are listed in the order that they appear on the dashboard. Drag cards up or down to change their arrangement.

To add a new card, click **Add cards** near the bottom of the window.

To remove a card from the dashboard, click the X on that card.



For more on this topic, check out [Customize overview reports and "Reports snapshot."](#)

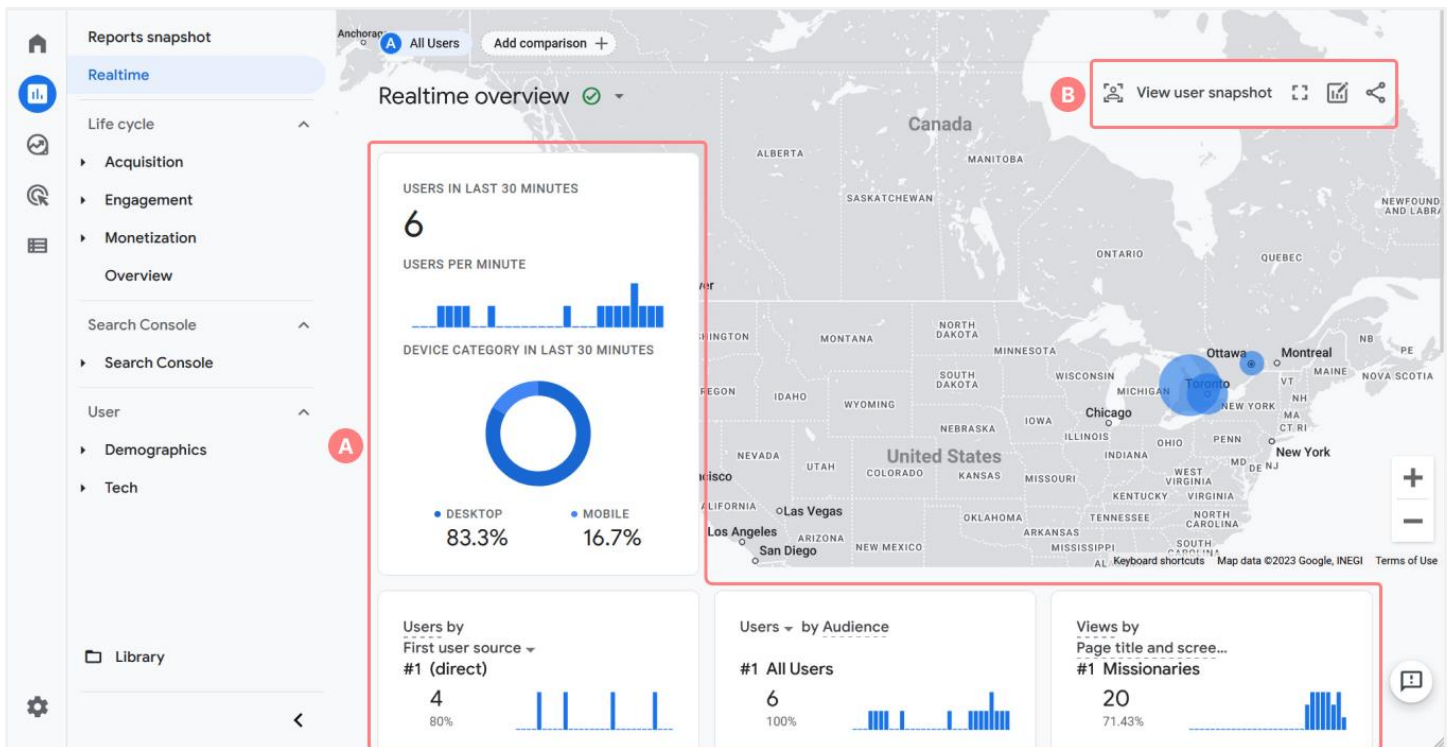


# Get a sense of what's happening live with Realtime overview

Monitor user behaviour at any given moment.

If you want to get instant feedback on an update you made to your website or on an appeal or blog post that just went live, you can track immediate changes in user behaviour on the Realtime overview page.

This page is a dashboard showing user activity in the last 30 minutes. You can also follow a random individual's actions live by clicking **View user snapshot** in the top right corner.



## Card reports (A)

This page shows summary reports with live data from the last 30 minutes.

## User snapshot (B)

Follow the details of a random user's journey on your site.

Learn more about the [Realtime report](#).



# Find answers to basic analytics questions with Insights

Learn how to set up and manage analytics intelligence tools.

With Insights, Google applies analytics intelligence to answer some basic questions related to your data. You can select a suggested question by clicking the **Insights** button in the top right corner of a dashboard or type your own question in the search bar at the top of the screen. It's a handy way to pull up information without having to dig for it yourself.

The screenshot displays the Google Analytics interface. On the left is a navigation sidebar with categories like Realtime, Life cycle, Acquisition, Engagement, Monetization, Overview, Search Console, User, and Tech. The main area shows a 'Reports snapshot' for 'All Users' from 'Jan 19 - Feb 15, 2023'. It features a line chart for 'Users' with values of 1.4K, 1.2K, and 1m 46s. A red circle 'A' highlights the Insights button in the top right of the dashboard. On the right, the 'Insights' panel is open, showing a search bar and a list of suggested questions under 'Basic Performance'. A red circle 'B' highlights this list of questions.

Metric	Value
Users	1.4K
New users	1.2K
Average engagement time	1m 46s

**Insights suggested questions (B):**

- How many users did I have last week?
- What are my top pages and screens by views?
- On what days I get the most users? →
- How many new users this year?
- What are my top events by user?

## Insights button (A)

Click the Insights button to open the suggested questions window on the right.

## Insights suggested questions (B)

Browse questions in the dropdown lists. Click a question to view the answer.



You can also set up Google Analytics to alert you when the data is showing shifts outside usual ranges. These changes are called **anomalies**. To get started, select **Create** in the Insights card on any dashboard.

The screenshot shows the Google Analytics Reports snapshot dashboard. The left sidebar contains navigation options: Reports snapshot, Realtime, Life cycle, Acquisition, Engagement, Monetization, Overview, Search Console, Search Console, User, Demographics, Tech, and Library. The main content area is titled 'Reports snapshot' and shows data for 'Last 28 days Jan 19 - Feb 15, 2023'. The 'Insights' card is highlighted with a red border and contains the text: 'Your Insights will appear here soon. In the meantime, you can create new custom insights to monitor your most important metrics. [Learn more](#) Create View all insights →'. The 'WHERE DO YOUR NEW USERS COME FROM?' card shows a horizontal bar chart for 'New users by First user default channel group'. The chart data is as follows:

Channel Group	Users
Direct	700
Organic Search	200
Organic Social	150
Email	100
Referral	50
Unassigned	20

The 'WHAT ARE YOUR TOP CAMPAIGNS?' card shows two tables. The first table is 'Sessions by Session default channel group' and the second is 'Users by Country'. The data for the first table is:

Session default channel group	SESSIONS
Direct	943

The data for the second table is:

COUNTRY	USERS
Canada	883

Find out more about setting up [analytics insights](#).



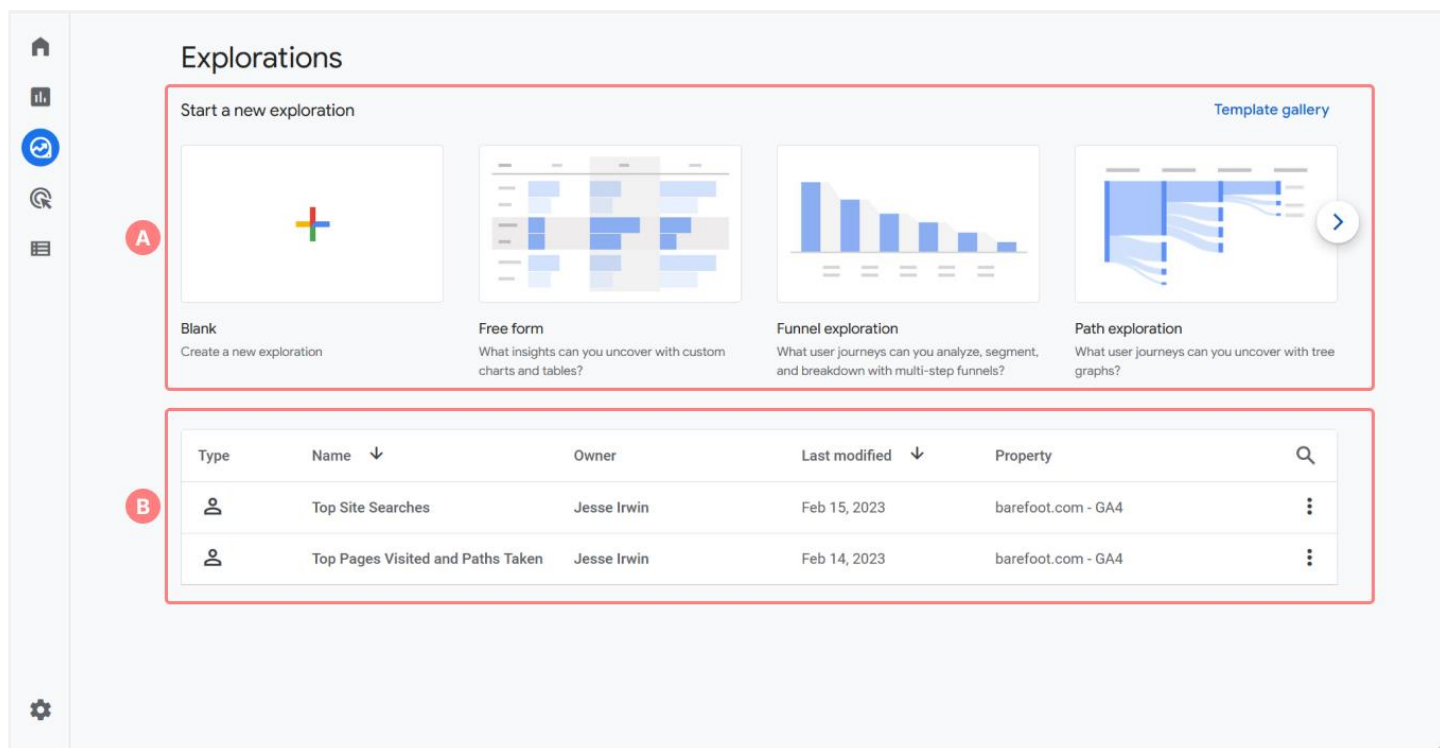
# Dig deeper into the data with Explorations

Learn how to get started with custom reports in Explore.

Sometimes you need more complex reports than the standard ones. Say you want to map out user journeys on your website from the data or visualize paths that users are taking on your site.

**Explorations** lets you work with more variables than are available under **Reports**. Start with templates that you can modify or create an exploration from scratch.

**Note:** You won't be able to publish these explorations in your Collections, under **Reports**. But any explorations you start in this section of Google Analytics are automatically saved on the Explorations home page, as you can see below.



## Exploration templates (A)

Click the **Blank** template to start from scratch. Or work with an existing structure by selecting a template. These templates come populated with data so that you can see how they work.

## Saved explorations (B)

Any time you start or edit an exploration, it will be automatically saved here on the Explorations home page. Click the **More Options** icon to open in new tab, share, duplicate, rename, or delete an exploration.





When you open an exploration, you'll see three main sections. Take a look at the descriptions below to learn how to navigate this workspace.

Device category	desktop	mobile	tablet	Totals
City	Active users	Active users	Active users	↓ Active users
<b>Totals</b>	<b>931</b> 64.3% of total	<b>513</b> 35.43% of total	<b>30</b> 2.07% of total	<b>1,448</b> 100% of total
1 (not set)	176	77	2	255
2 Toronto	85	72	2	159
3 Columbus	71	0	0	71
4 New York	55	1	0	56
5 Durham	31	12	2	45
6 Ashburn	24	9	0	28
7 Quebec City	32	0	0	32
8 Dublin	15	13	2	23
9 Calgary	10	16	1	27
10 Montreal	11	15	0	26

## Variables (A)

In this column, you can give the exploration a name and choose the date range to work with. This is where you are also able to add and remove segments, dimensions, and metrics. These are the parameters, or ingredients, if you will, that you use to build your custom report.

## Tab Settings (B)

This column gives you tools to build the report—you choose what the report does with the ingredients listed in the Variables column. You can select a different template under **Technique**, choose a visualization (bar graph, pie chart, line graph, and more), add segment comparisons, and more.

## Visualization (C)

This visualization is the output of selections made in the Variables and Tab Settings columns. You can add multiple tabs to this section by clicking the plus tab at the top of the page.

Check out [Get started with Explorations](#) to take a deeper dive into this tool.

Also take a look at this [article on building custom reports](#) for a more detailed walkthrough (which includes [a helpful video](#)).



# Get to know monetization reports

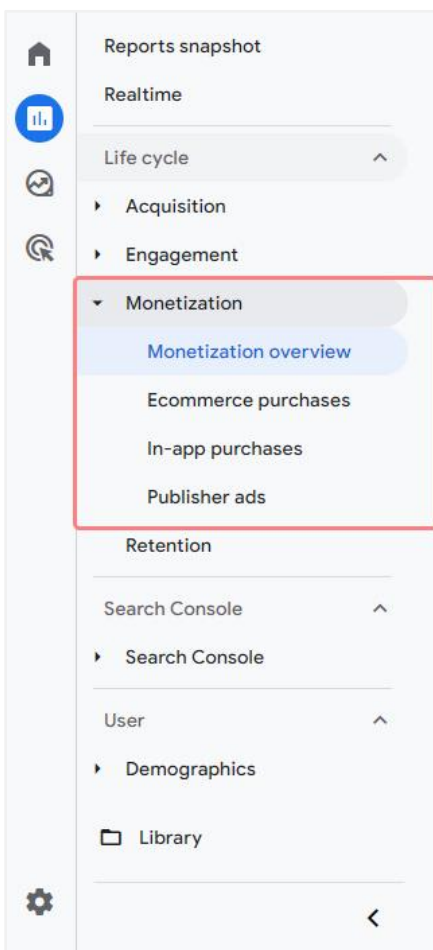
Learn about tracking purchases or donations on your website.

You can view a set of reports focused on the financial side of your website in the Monetization section. In order for data to flow into these reports, online-sales-related events need to be set up for tracking on your website.\* Here's a snapshot of what these reports have to offer.



## Tracking donations

If visitors to your website are giving donations rather than buying products or services, you can track those interactions here in Monetization reports by treating *purchases* as donations and *items* as fund designations.



## Monetization overview

This page offers a top-level view of purchase or donation-related events on your website, such as *total revenue*, *total purchasers*, and *first-time purchasers*.

## Ecommerce purchases

This set of reports gives you a closer look at the product items (or think fund designations) that visitors are interacting with, for example *items viewed*, *items added to cart*, *items purchased*, and *item revenue*.

## In-app purchases (only applies to mobile apps)

Track purchase metrics from users of your mobile app.

## Publisher ads (only applies to mobile apps)

Track Google ads metrics that are displayed on your mobile app.

### \*Set up tracking for monetization reports

[Event codes](#) need to be added to your website so that you can start tracking events like *begin checkout*, *add to cart*, *purchase*, and more on Google Analytics.

Let us know if you'd like our help setting this up for you!

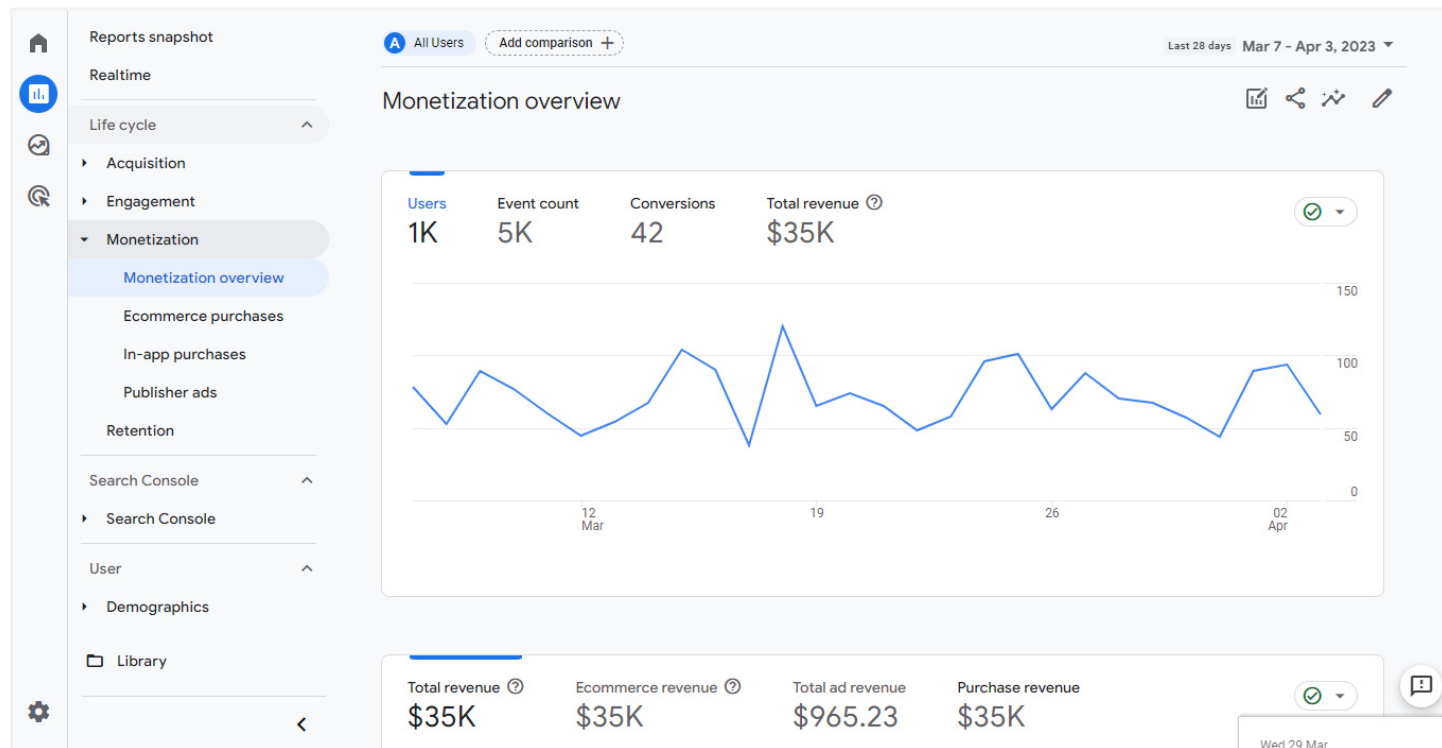
Read more about [monetization reports on Google Analytics 4](#).



# The Monetization overview report unpacked

Understand Google's terminology and how to interpret the data on the Monetization overview report.

The Monetization overview report is helpful when you're looking for a top-level view of your website's financial activity in a certain timeframe. Take a look at the terminology used on this page and how to interpret the numbers if your website is set up for donations rather than purchases.



## Users

The number of visitors to your website in the specified timeframe.

## Event count

The total number of all triggered events on the website.

## Conversions

The total number of triggered events that are marked as conversions, such as *purchases*. You can manually select which events should be tracked as conversions. If you're tracking donations, read *purchases* as donations.

## Total revenue

The sum of all website revenue streams for the specified timeframe.

## Ecommerce revenue

The sum of all purchases (or donations) for the specified timeframe.

## Total ad revenue

The sum of all ad revenue (tracked on mobile app only).

## Purchase revenue

The sum of website purchases (or donations) and mobile app purchases.

## Item

A specific product or service that can be added to cart. For tracking donations, items would be a fund designations.



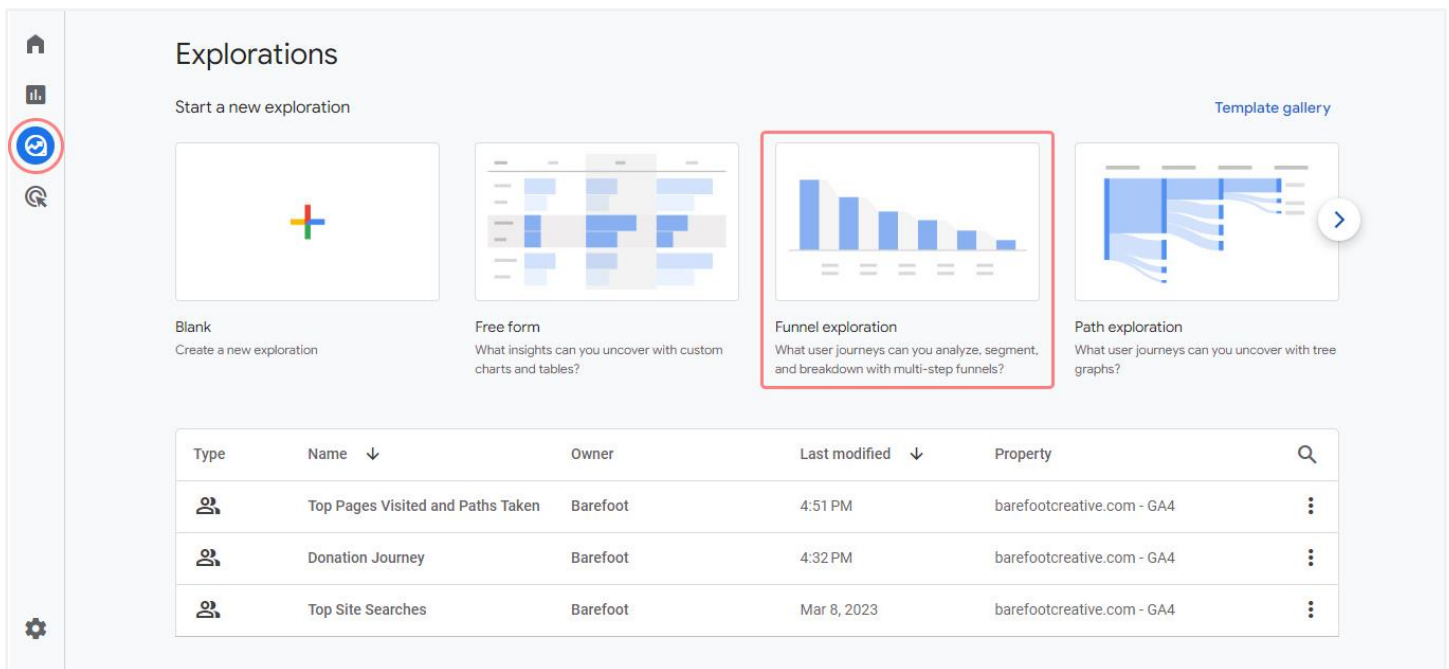
# Delve into the purchase or donation journey

Learn how to build and view a purchase or donation journey with a funnel exploration.

You may sometimes want to visually explore the journey visitors are taking on your site when they buy products and services or make donations. Say you want to see a funnel that shows how many users are abandoning cart or are beginning checkout but don't finish. Here's a miniguide showing how to set that up.\*

## To build a funnel exploration:

1. Click Explorations in the left-hand menu and select Funnel exploration from the template gallery to get started.



The screenshot shows the 'Explorations' interface. On the left, a sidebar menu has the 'Explorations' icon circled in red. The main area is titled 'Explorations' and contains a 'Start a new exploration' section with four templates: 'Blank', 'Free form', 'Funnel exploration', and 'Path exploration'. The 'Funnel exploration' template is highlighted with a red border. Below the templates is a table listing existing explorations.

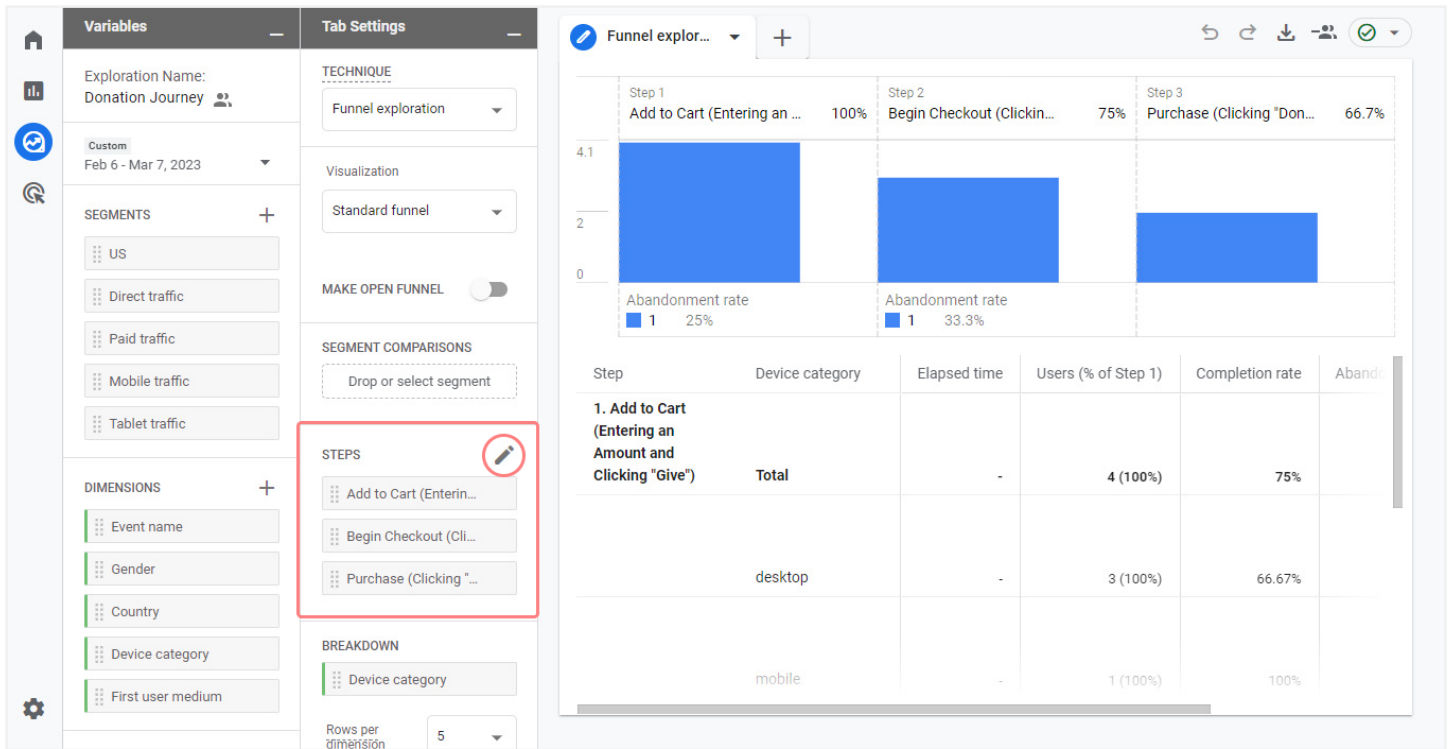
Type	Name ↓	Owner	Last modified ↓	Property	
	Top Pages Visited and Paths Taken	Barefoot	4:51 PM	barefootcreative.com - GA4	⋮
	Donation Journey	Barefoot	4:32 PM	barefootcreative.com - GA4	⋮
	Top Site Searches	Barefoot	Mar 8, 2023	barefootcreative.com - GA4	⋮

Step 2 on next page →

\*Event codes need to be added to your website so that you can track events like *begin checkout*, *add to cart*, and *purchase* in Explorations.



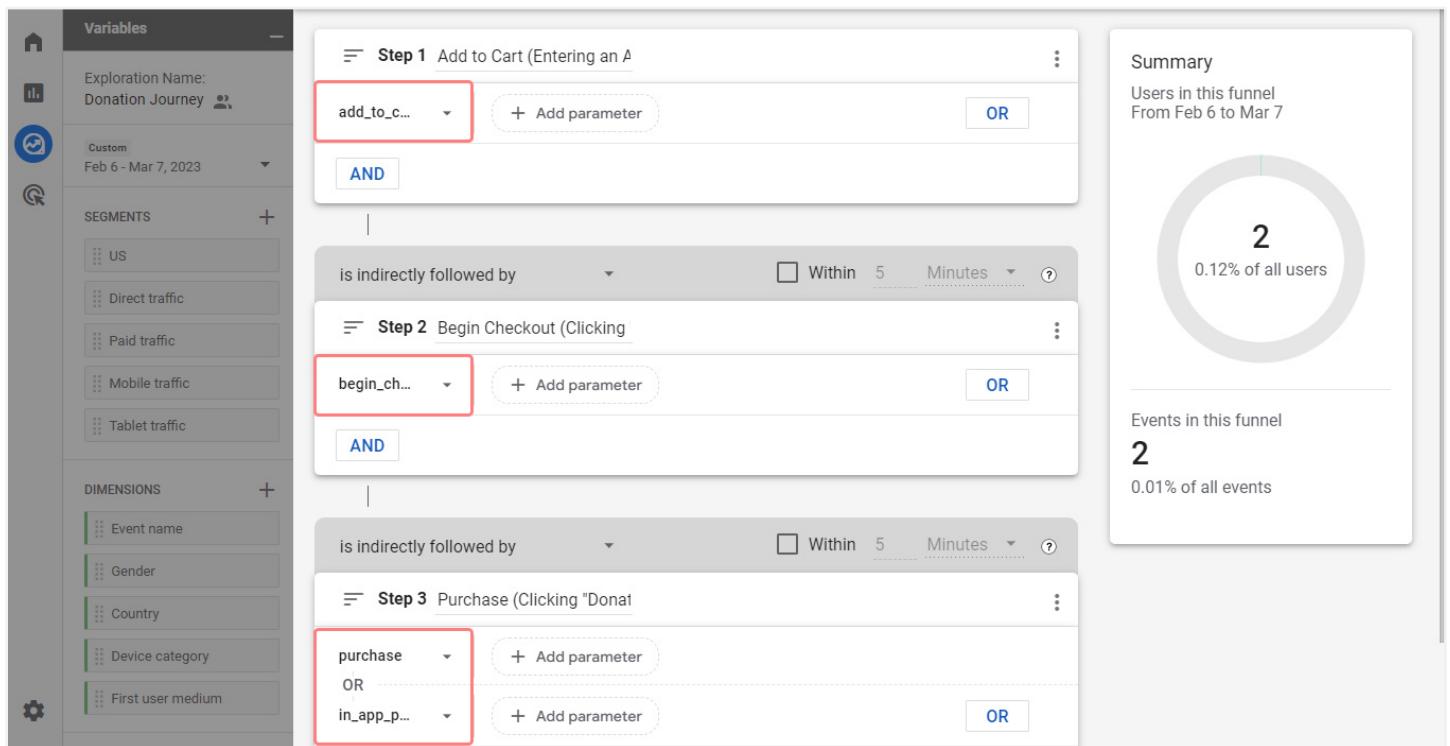
- In the **Tab Settings** column, find the **Steps** section and click the **edit button**  to select which steps you wish to track in the funnel.



The screenshot shows the 'Funnel explorer' interface. On the left, the 'Tab Settings' panel is visible, with the 'STEPS' section highlighted by a red box and a pencil icon. The funnel visualization on the right shows three steps: Step 1 (Add to Cart), Step 2 (Begin Checkout), and Step 3 (Purchase). Below the visualization is a table with the following data:

Step	Device category	Elapsed time	Users (% of Step 1)	Completion rate	Abandonment rate
1. Add to Cart (Entering an Amount and Clicking "Give")	Total	-	4 (100%)	75%	-
	desktop	-	3 (100%)	66.67%	-
	mobile	-	1 (100%)	100%	-

- In the new window, select the events that you wish to associate with each step by clicking the dropdowns shown below. Then click **Apply** in the top right corner to save. That's it!



The screenshot shows the configuration for each step in the funnel. The dropdown menus for Step 1, Step 2, and Step 3 are highlighted with red boxes. The configuration for Step 1 is 'add\_to\_c...', Step 2 is 'begin\_ch...', and Step 3 is 'purchase' OR 'in\_app\_p...'. The 'Summary' panel on the right shows 2 users in the funnel (0.12% of all users) and 2 events in the funnel (0.01% of all events).



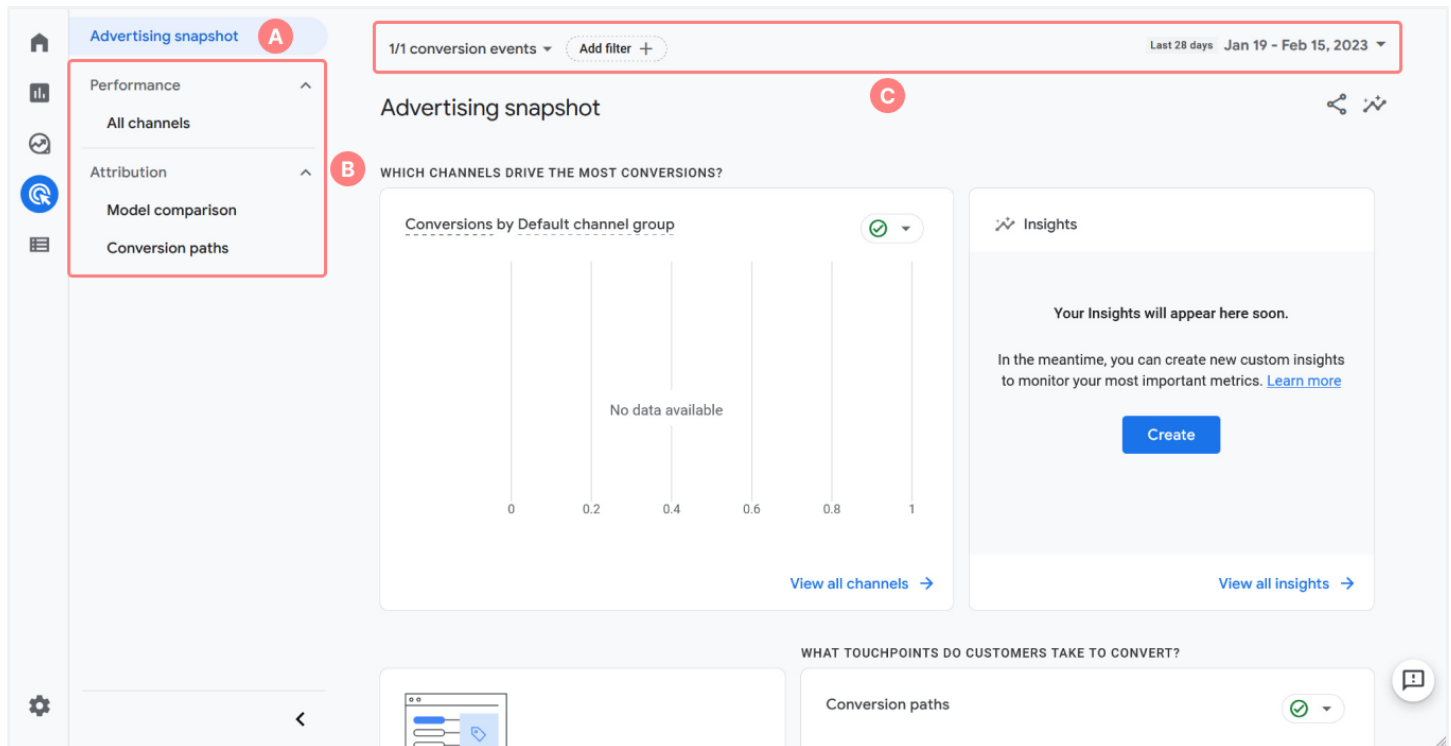


# Track business metrics in Advertising

Learn about Google-Ads-related reports in Google Analytics 4.

You may need to track how users are interacting with Google Ads and their giving or purchasing journeys. This workspace includes reports related to advertising, channel and campaign performance, and users' paths to conversions. Here's a brief look at the Advertising workspace.

**Note:** Link your Google Ads account to Google Analytics 4 to view Google Ads data in these reports.



## Advertising snapshot (A)

Monitor business-related performance metrics for your website on this dashboard.

## Advertising collections (B)

As in the Reports workspace, standard reports are organized by topic here in the Collections menu.

## Overview report options (C)

In this toolbar, select conversion events, add a filter, and change the date range for the data displayed in dashboard reports.

Learn more about the [Advertising workspace](#).

