

Book #1 of the SEO and Digital Marketing series

# Google Analytics and GA4

**Improve your online sales**

By better understanding customer data and how  
customers interact with your website

Christopher Pittman ABD, MA

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To my wife, we have spent the last few years taking the impossible steps together walking from blessing to blessing in faith. I can think of no better way to spend the rest of my life and no better person to spend it with.

To my dedicated research assistant Seth without you dealing with all the crazy, this would not be possible. Words cannot express my gratitude for you.

## About the author

Christopher has spent his career helping small businesses working as a consultant in the area of digital marketing helping teach and coach small companies on the tools they can use to compete with larger companies. He often reflects on how bad it hurts to watch a small business fail because they did not know how to compete in the online space.

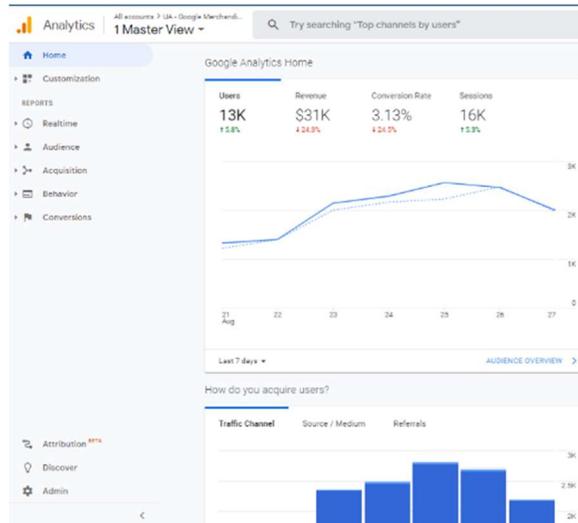
This book and the SEO and Digital Marketing series stands in this gap between hiring high priced consultants and doing nothing.

Above anything Christopher does not want any more American small businesses to fail because they simply did not have the tools or the knowledge to compete in the digital marketplace.

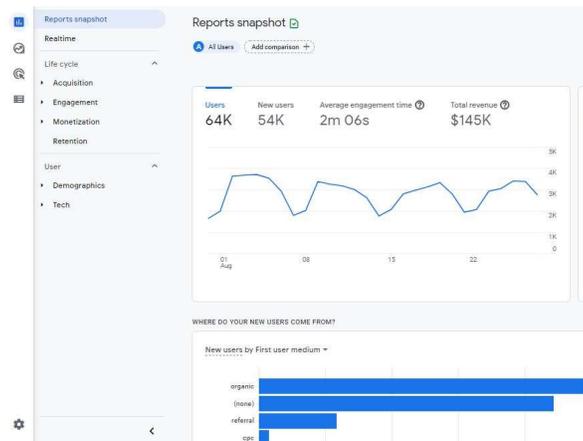
This book is part of a more extensive collection of books in the SEO and Digital Marketing series. These books together cover a broad range of Search Engine Optimization topics, including the tools you need to be successful at the business of Search engine optimization.

Google analytics and GA4 will cover the basics of how to set up an account, monitor traffic, and even use Google analytics to do basic website optimization on an e-commerce website. If you are starting in the field or need to brush up on the basics, this is the book to help with Google analytics. If you are more advanced, you may want to see Search Engine Optimization and the Advance guide to Google analytics.

As Google now requires the use of GA4 Google analytics 4 for new accounts, both the old Google Analytics and the new GA4 will be covered. In most cases, these accounts have the same systems, and if the setup is the same, I will place two images, one of the older Google Analytics accounts and one of the newer GA4.



## Google analytics



*GA4 note the GA4 home page has been updated with several additional selectors and options if these are not covered in the body of this book then there will be notes about it in the additional notes on GA4 chapter*

In some cases, the GA4 data is in a new location, re-labeled, or how it is reported has changed; in these cases, a GA4 Note is added

*G.A. Note that this book covers both Google analytics and the new GA4 accounts often; these changes are minor, such as the look and feel of the page above. In cases where more explanation is needed, a GA4 Note will be added to the section*

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## Digital analytics

A business's digital footprint can make or break them. Digital analytics needs to be used to make sure your time, energy, and money are not being wasted. Just like you would not turn on your A.C. in the middle of summer, then open all the doors and windows. Not monitoring your digital input and output is the same as turning the A.C. on and opening every door and window forever. Proper digital analytics and monitoring will also save you from wasted spending in the wrong areas.

Digital analytics is the process of collecting data from users as they interact with the website and providing you with a picture representation of that data. Research has told us that people buy products and services in stages. Analytics can show the acquisition of new users or pages viewed by the user while on the website and conversion. The user has become a customer, either through purchase, signing up for a newsletter, or interacting with a blog. Digital analytics then allows you to take this information and make better-informed decisions. Such as analyzing the data from your marketing campaigns to see which ones turn into sales so you can expand these efforts. Digital analytics also shows you if customers are having trouble with any

step on your website. It can show you if users engaged your website on a mobile device or a desktop computer and how quickly your website responds to a customer's request.

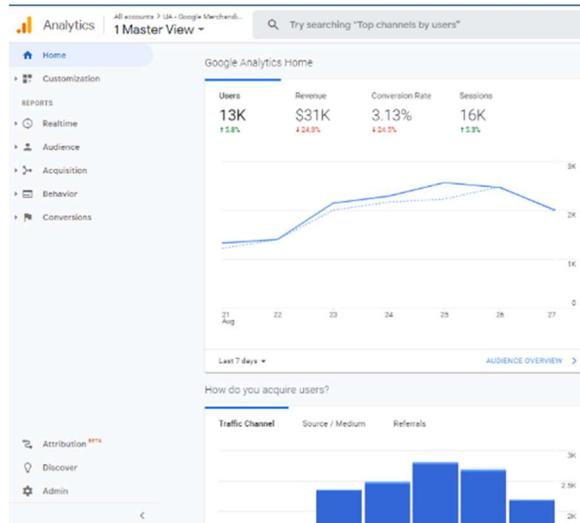
Just think how helpful it would be to know users saw your advertisement on Snapchat; they generally went to page A of your website. Users that saw your advertising playing video games went to page B of your website. Customer behavior can provide you with a wealth of information that can generate growth for your business or website.

## Using digital analytics to grow your Business

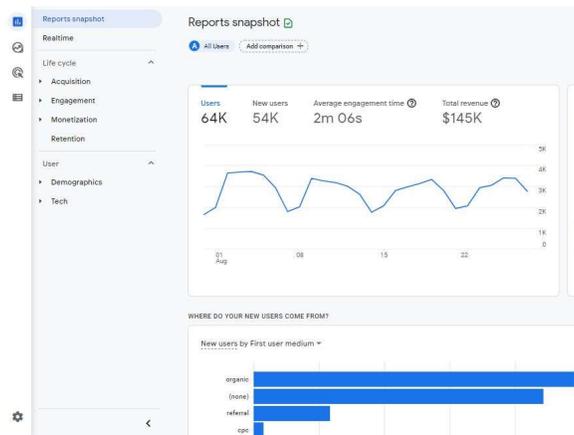
It doesn't matter the business; digital analytics can help grow your business if you have a digital footprint. I will briefly walk through the major components of the Digital Analytics home page in Google Analytics. Provide you with an overview of how it can help you grow your website or business later in this book. As we get deeper into each area, I will give you more detail about it and how every area can provide information to grow your business online.

When you first log into Google Analytics, you're going to see a dashboard very similar to this one. What we are looking at is how the data shows us a comparison of data over time. This is useful for evaluating if a change is needed on the website or not and when changes have been made, are they giving us our desired impact.

*Note this book covers both Google analytics and the new GA4 accounts often; these changes are minor such as the look and feel of the page like below. In cases where more explanation is needed, a GA4 Note will be added to the section*



## Google analytics



GA4