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Google Whisper's Guide to Getting Started in GA4 and Local Ad Campaigns

Google Analytics 4 Guide

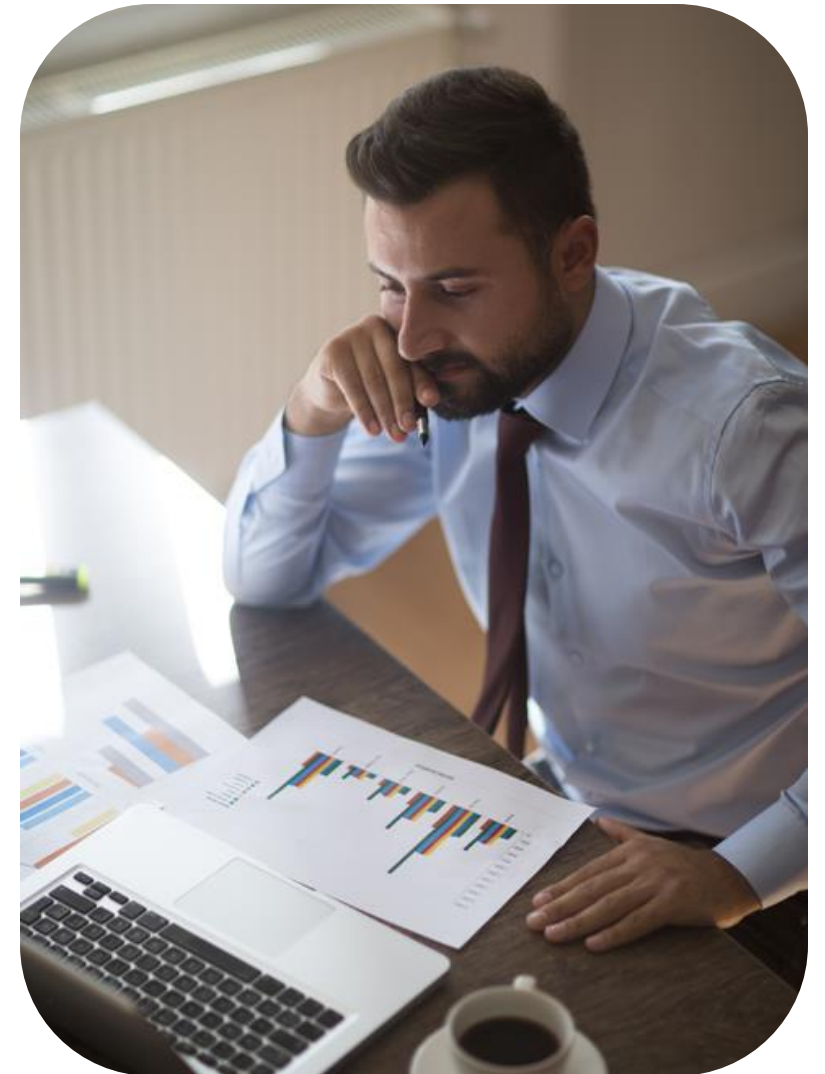
We've been on this journey of learning and exploring all that Google Analytics 4 has to offer since its announcement in October 2020, and now the countdown really starts. The time is now to get Google Analytics 4 set up and working on your website or apps to ensure all the data is flowing.

The good news: Our Google Whisperer is here to help guide you through this. We compiled a few of our resource guides in this whitepaper to share all you'll need to make sure you are set up for data success.

With the announcement that Google Universal Analytics (UA) will no longer process new data as of July 1st, 2023, now is the time to ensure you have your GA4 property set up. Collecting data now means you'll be able to make month-over-month and year-over-year comparisons when Google sunsets data collection in UA.

There are four main steps that we recommend you take right now to give you the most complete view into your data:

- Create a GA4 property
- Create Conversion Goals
- Create Custom Reports
- Connect Search Console



Our Google Whisperer's Roadmap to GA4 2023 Checklist



1. Create a GA4 property:

- Set up [Google Analytics account](#) for the first time
- Add a [Google Analytics 4 property](#) to an account that already has Analytics

2. Create Conversion Goals:

- Create [custom events](#)
- Decide which [events will be tracked as conversions](#)
- View your [events in real-time](#)

3. Create [Custom Reports](#)

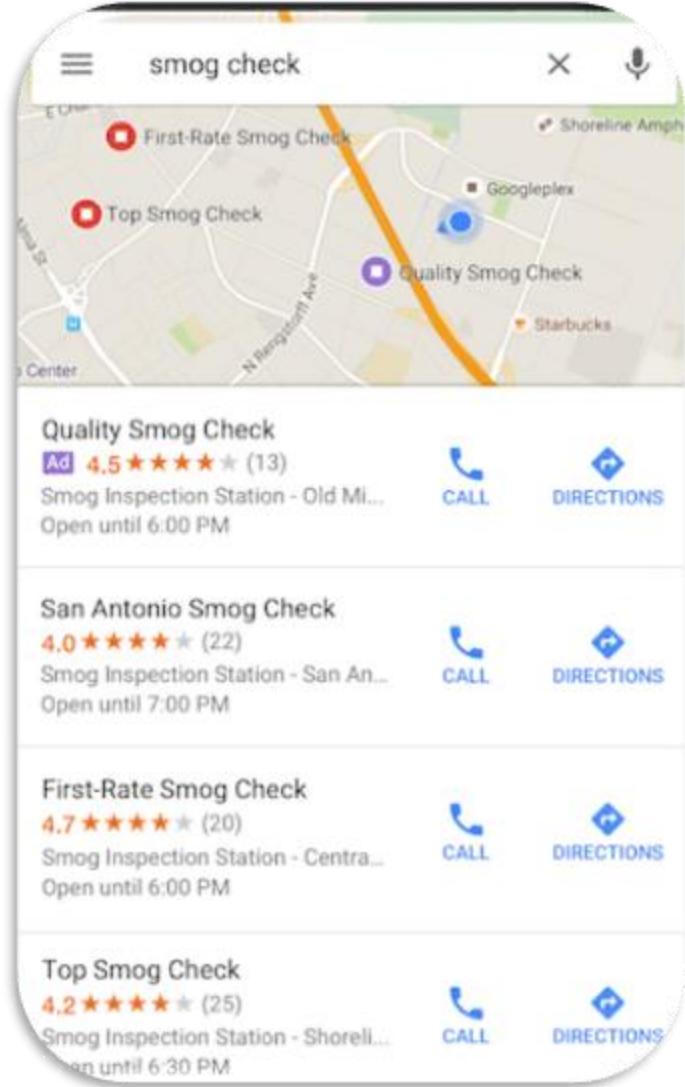
4. Connect Search Console

- Create a link to a Search Console property
- Follow directions on pages 12-19 in this guide
- Publish Search Console reports to your GA property
- Follow directions from pages 20-21
- View Search Console reports
- Follow directions from pages 22-23

Local Advertising Campaigns

Local Advertising Campaigns help you connect with people who search on Google for the services you offer.

Guide to Local Advertising Campaigns



It's a great time to reevaluate your advertising strategies and campaigns. Are you focused on the correct profit centers? Are you taking advantage of everything an advertising platform offers you? Google has made some amazing updates to their local ad campaigns. This is something to explore for businesses looking to grow their foot traffic.

The first thing to understand about Google's Local Ad Campaigns is how it works. These are campaigns where Google leverages your Google Business Profile to show relevant ads that will drive in-store traffic. You get to take advantage of Google's machine-learning technology to maximize bids and content for in-store goals. With radius targeting and your Google Business Profile connected, you can leverage Google's tools to maximize in-store value.

Some of you may be reading this and thinking, didn't Google already have this? Yes, you are correct. Previously, you could have your Google Business Profile be the source of truth for the Google Ads location extension. It showed your address in some search ads, and if you had enough traffic, it would report on "In-Store Visits." It is the same idea as before, but now, Google uses this information in more places.

GUIDE TO LOCAL ADVERTISING CAMPAIGNS

There are now four different places Google may place your local ad. Google Search, Display Networks, YouTube, and Google Maps.

- Google Search- ads in the “local pack” in the search results. The ad is at the top of the local pack, pushing down the organic Google Business Profile Listing.
- Display Network- Google matches an ad when it’s relevant to appear on the GDN. The ad is optimized to get store visits, and many include your address or full map listing.
- YouTube- The ad will appear under the video and list how many locations are near the user.
- Google Maps- Google matches the user searches to a store’s location. So anyone located nearby with a search that matches your business may see an ad. The ad can show in the listing’s column or right on Google Maps.

For businesses in a competitive market, this is a huge chance to take up more search real estate.



The best way to take advantage of this is to start asking your provider the following questions:

- Google Business Profile: Has your advertising vendor asked for access to your Google Business Profile? To start setting up these new campaigns, your Google Business Profile must link to the Google Ads account via the location extensions.
- Assets and Links: Your vendor will need some assets before they can set up the campaigns. First are the marketing images. You can upload up to 20 in Google Ads (400×400 minimum). In addition, you can upload up to 5 logos (325×325 actual).
- Campaigns Matter: Local Search Ads are designed for a very particular kind of search performed by the user. Is your vendor already running local search ads for you? Have they talked to you about their keyword strategy for “near me” searches? These campaigns can be impactful, but only if they are set up properly.

Touchpoints in Google Analytics 4

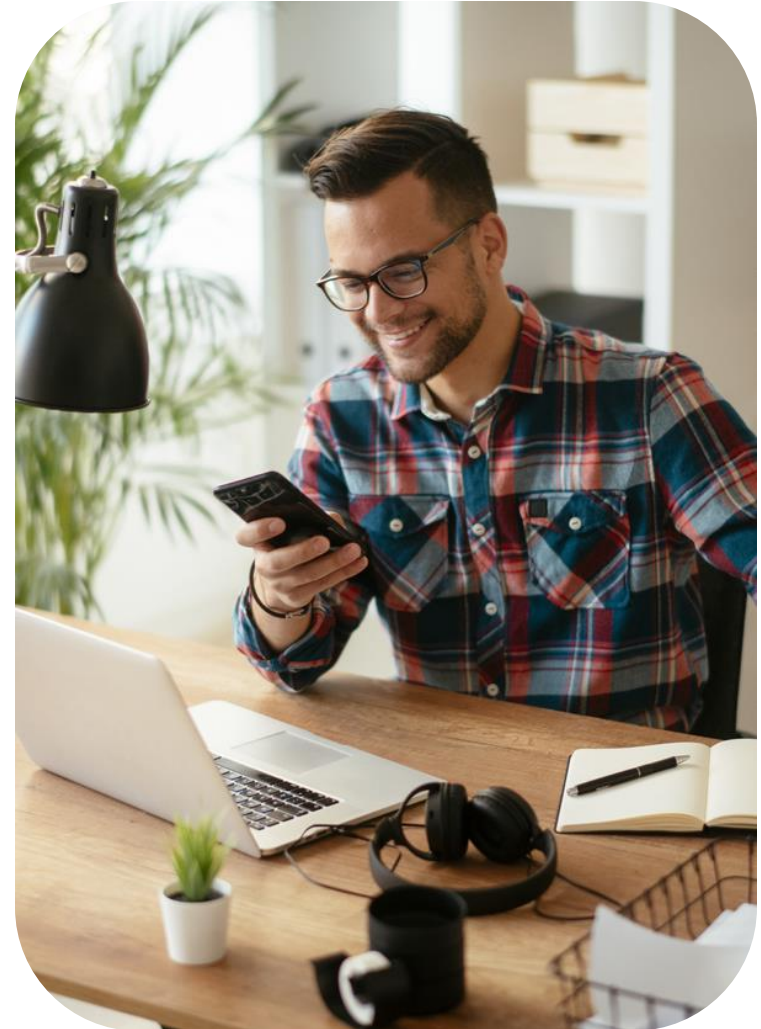
Overview and break down of attribution.

Guide to Touchpoints in Google Analytics 4

Since their announcement in October 2020, Google has touted the increased attribution reporting as one of the major benefits of Google Analytics 4. Specifically, they called out the introduction of cross-channel data-driven attribution. This is great to read, but what does it mean in our day-to-day work? This chapter provides an overview to attribution – we'll break down what "cross-channel data-driven attribution" really means and how it can be used to optimize consumer and customer experiences.

Attribution is how we assign credit to different engagement strategies and activations. For example, awareness campaigns and ad clicks that happen before someone submits an email lead completes an engagement action. Every time you enter a customer into your CRM, you should enter the source of that customer. This helps you to track their engagement journey over time and can often be automated with tagging.

Within Universal Google Analytics, attribution defaults to last-click attribution, which means the last source gets "credit" for the conversion. That model worked fine until buyer journeys got more complex. Research shows that out of the 24 different touchpoints in the car-buying journey for example, 19 of those are digital. All this activity means the last touch really isn't going to give up-to-date attribution. That's where Google Analytics 4 shines.



Guide to Touchpoints in Google Analytics 4



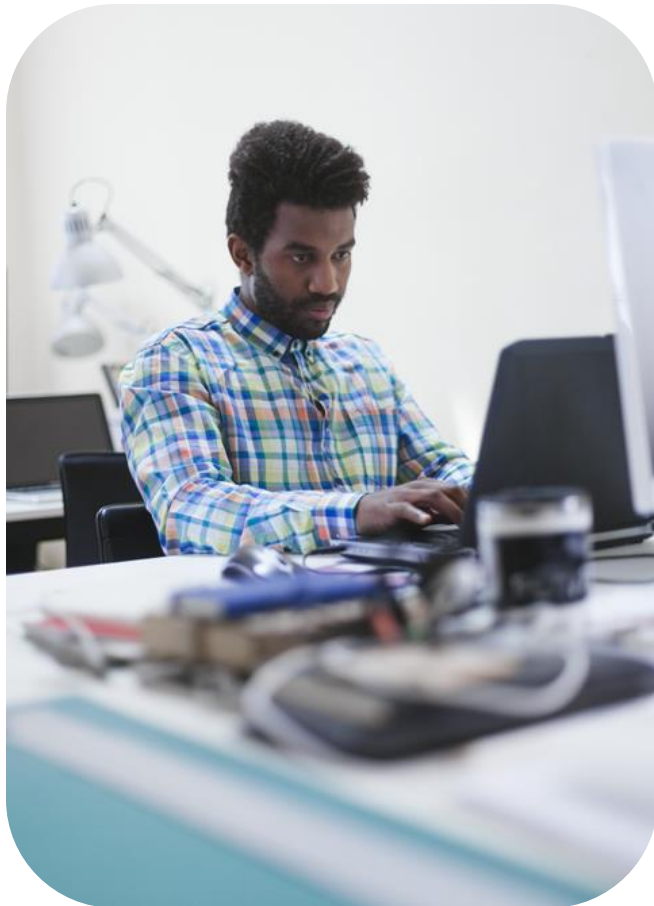
By default, Google is populating the data-driven attribution model for every account. No matter the size of your website traffic, Google will populate attribution based on that traffic. The trade-off is that you don't get to know the specifics around the attribution model and must trust Google's logic.

The trust does come with a payout in GA4. Google's advertising reports now include a section for conversion paths. Here, Google shows the traffic channels that were early, mid, or late touchpoints before the conversion action. This should sound familiar; Touchpoints is like Assisted Conversion in the Universal Google Analytics but with a makeover of useful features we never had previously. Before, we only knew the sources that impacted the conversion. Now in GA4, you have more granularity into when and which channel touchpoint impacted the conversion. It also lets you look at the report by source, medium, or campaign.

GUIDE TO SEARCH CONSOLE GA4 INTEGRATION

Step-by-step guidance through the connection process.

GUIDE TO SEARCH CONSOLE GA4 INTEGRATION



Connecting Google Search Console with Google Analytics opens new opportunities for data exploration. This guide will walkthrough how to set it up, what you get, and where to find the data in GA4.

- This integration gives you access to two new reports:
 - **The Google Organic Search Queries report** - Shows search queries and their related metrics (impressions, clicks, CTR, and average rank) as well as lets you apply Search Console-specific dimensions to the data.
 - **The Google Organic Search Traffic report** - Shows you landing pages and lets you apply both Search Console and Analytics metrics. This data can be further refined by Country and Device dimensions.

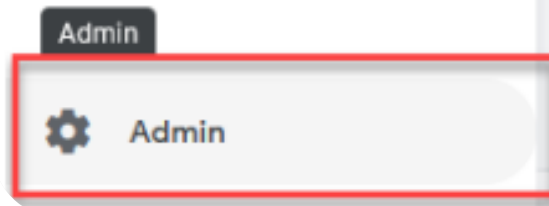
There are a few limitations to what this integration can do:

- Search Console data is only compatible with a very limited number of Analytics dimensions:
 - Country
 - Device
 - Landing Page
- You can only link your Search Console property to one GA4 web data stream (and vice versa)
- Your GA4 property can only have one web data stream (of a maximum of 50) that links to a Search Console property

Let's get to the how.

Connecting Google Analytics 4 and Google Search Console

To connect the two applications, you will need to have Editor access of the GA4 property and be a verified owner of the Search Console property. Without the proper access, no connection can be made. So the first step in the process is to go to the Admin panel by clicking on the gear in the lower-left corner of the browser window:

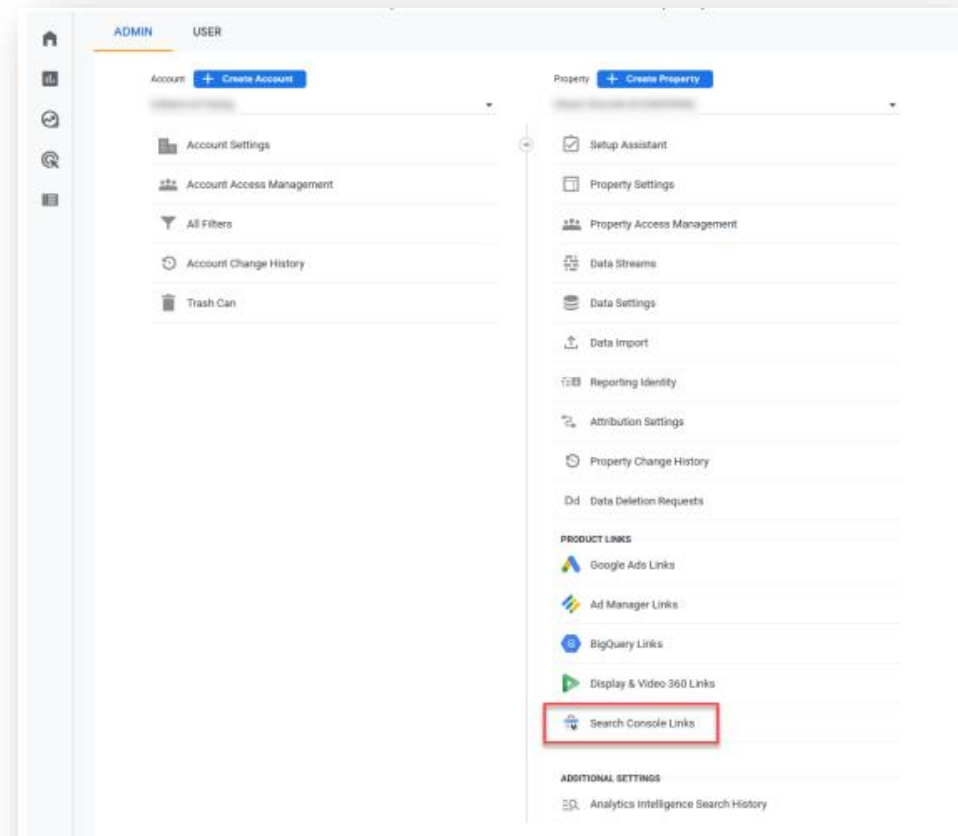
A screenshot of a Google Analytics report table showing search results. The table has three columns: search term, percentage, and change. The data is as follows:

...t-corvette	1.6%	↑ 72.7%
223263350	1.0%	↑ 36.4%
=preowned	1.0%	↑ 47.1%
archResults	0.6%	↑ 13.8%
maxYear=	0.6%	↓ 2.1%
ptForm	0.5%	↓ 23.4%

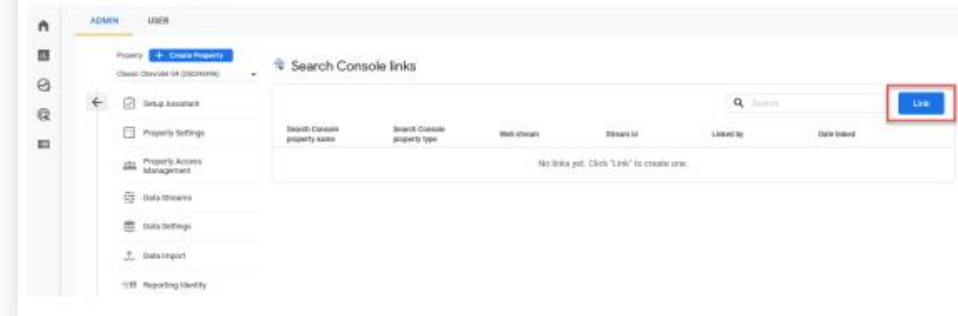
At the bottom right of the table, there is a date range selector showing '1-9 01 2022' and navigation arrows.

Connecting GA4 and Google Search Console

Next, click on the Search Console Links option at the bottom of the Property column:



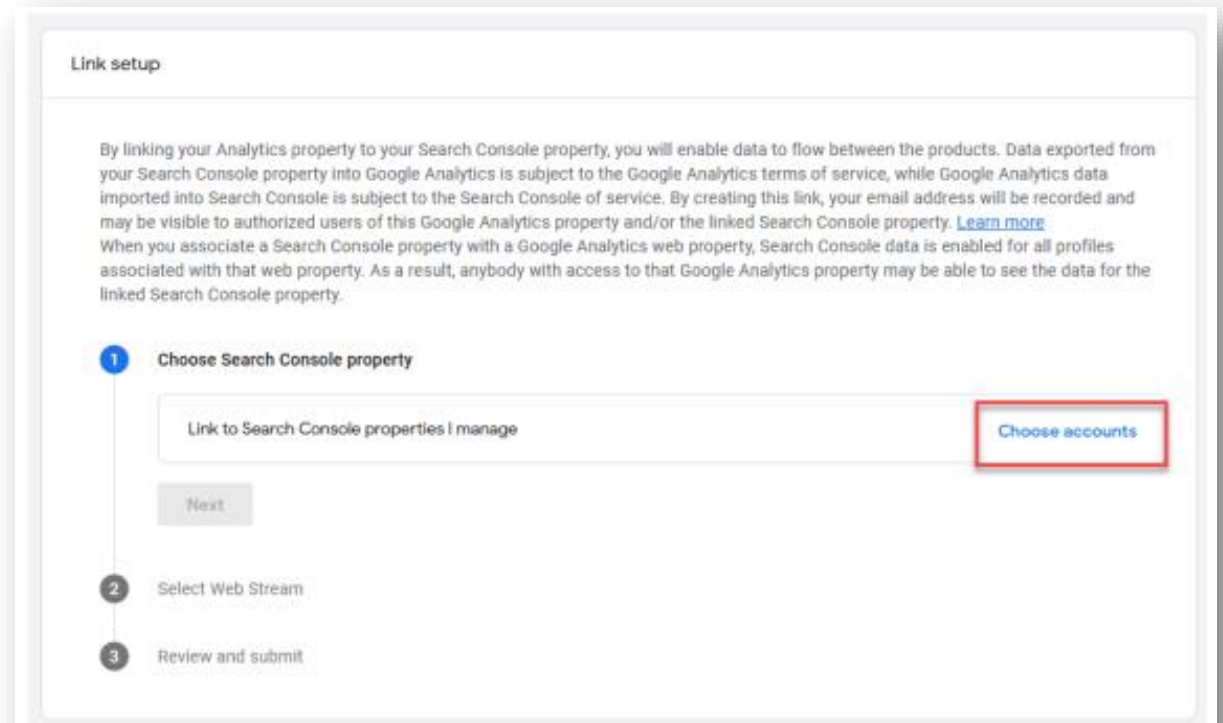
Click on the Link button:



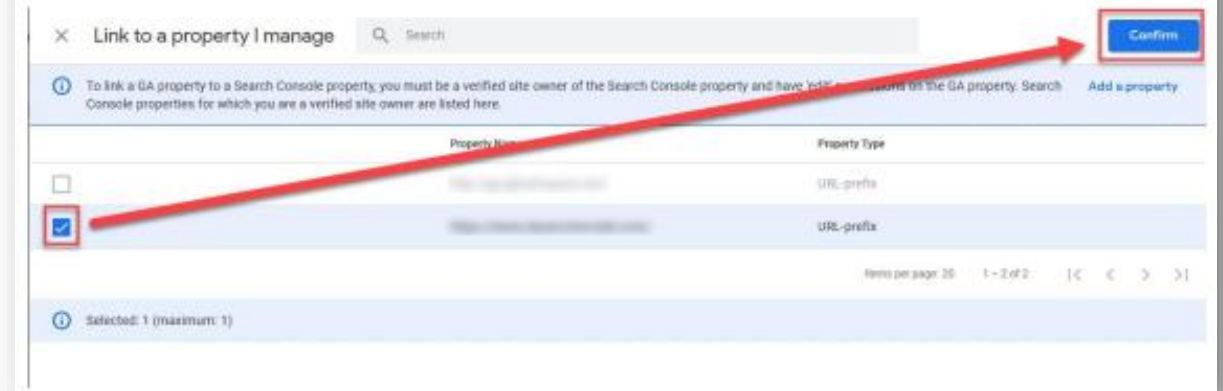
Connecting GA4 and Google Search Console

After you click on the **Link button**, you will see a note at the top of the page: To link a GA property to a Search Console property, you must be a verified site owner of the Search Console property and have 'edit' permissions on the GA property. Search Console properties for which you are a verified site owner are listed here. If you do not currently have owner access to the Search Console property, you will need to upgrade your access to make the connection or have someone with owner access do it for you.

Click the **Choose accounts** button:



Check the box next to the name of the property you want to link, then click the Confirm button:



Connecting GA4 and Google Search Console

You are now back at the previous screen where you see that the property's URL is displayed.

Click the **Next** button:


Now we need to select the web stream to link to the property.


Link setup

By linking your Analytics property to your Search Console property, you will enable data to flow between the products. Data exported from your Search Console property into Google Analytics is subject to the Google Analytics terms of service, while Google Analytics data imported into Search Console is subject to the Search Console of service. By creating this link, your email address will be recorded and may be visible to authorized users of this Google Analytics property and/or the linked Search Console property. [Learn more](#)

When you associate a Search Console property with a Google Analytics web property, Search Console data is enabled for all profiles associated with that web property. As a result, anybody with access to that Google Analytics property may be able to see the data for the linked Search Console property.

- 1 Choose Search Console property**

Link to Search Console properties I manage 

 URL-prefix

Next
- 2 Select Web Stream
- 3 Review and submit

- 1 Choose Search Console property
- 2 Select Web Stream
- 3 Review and submit

Connecting GA4 and Google Search Console

Find the **select** button and click it to proceed.

Link setup

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- Choose Search Console property
- Select Web Stream
- Review and submit

Web Streams Select

[Previous](#) [Next](#)

Then hover over the name of the Web Stream shown and click **Choose**.

× Create a link w × Choose a data stream

[Web Streams](#) Choose

Connecting GA4 and Google Search Console

Once again, we are back at the Link setup window and see that the Web Stream has been chosen. Verify that it is the correct one and click **Next**:



Link setup

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When you associate a Search Console property with a Google Analytics web property, Search Console data is enabled for all profiles associated with that web property. As a result, anybody with access to that Google Analytics property may be able to see the data for the linked Search Console property.

- Choose Search Console property
- Select Web Stream
- Review and submit

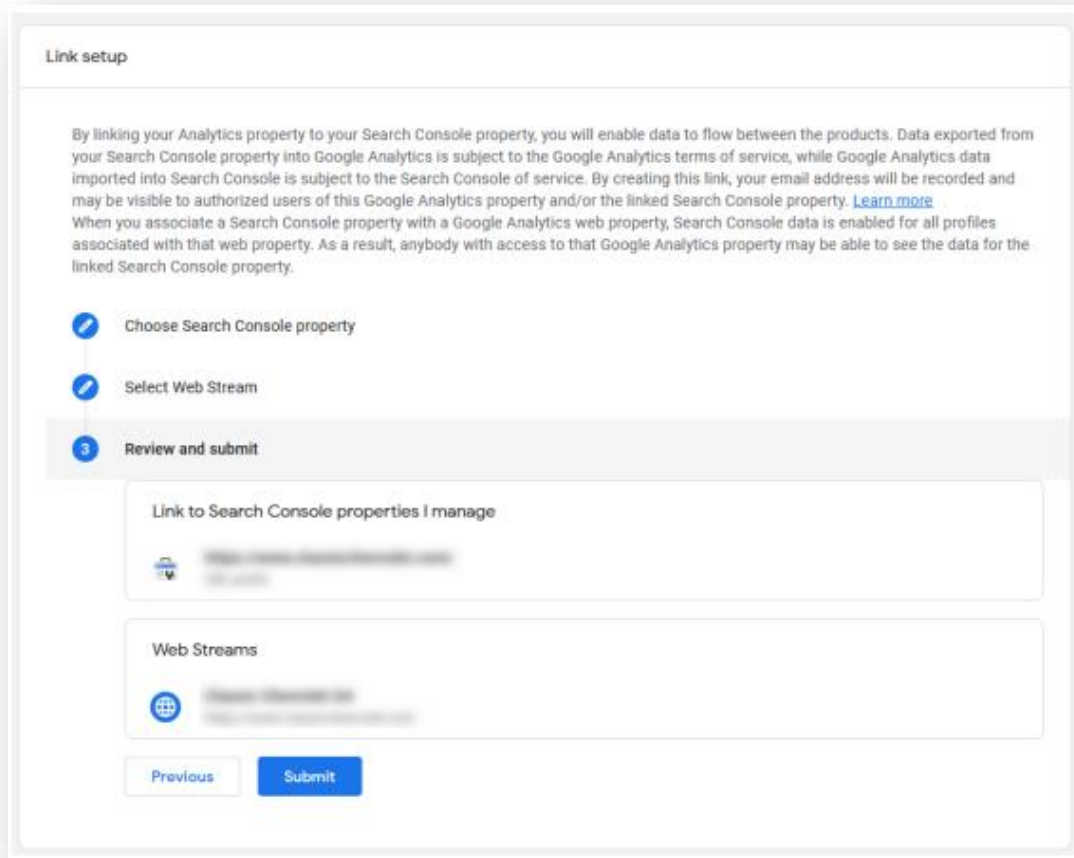
Web Streams

[Previous](#) [Next](#)

Connecting GA4 and Google Search Console

Review that this is what you want to do, and click the **Submit** button:



Link setup

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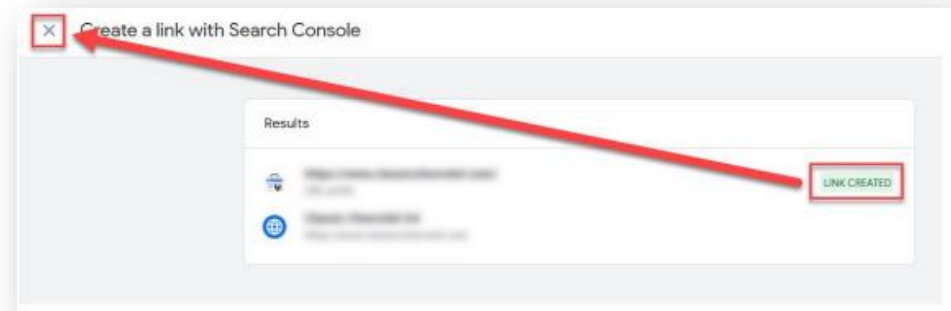
- Choose Search Console property
- Select Web Stream
- 3 Review and submit**

Link to Search Console properties I manage

Web Streams

Previous Submit

The next screen shows you that the link has been created. Click the **X** in the upper-left corner to go back to the Property.



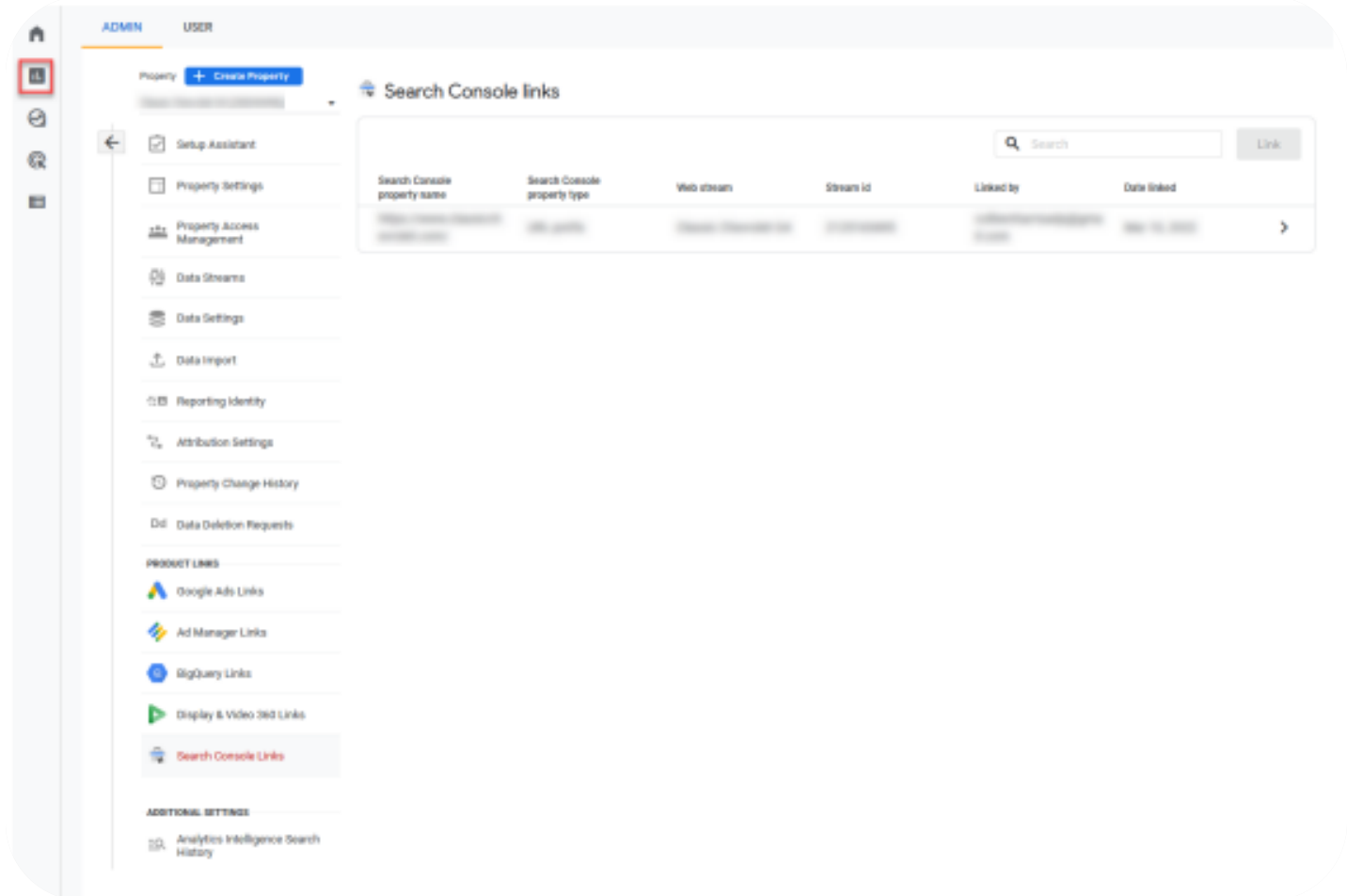
Connecting GA4 and Google Search Console

Now that the connection is made, you have access to two new reports:

- **Google Organic Search Queries**
- **Google Organic Search Traffic**

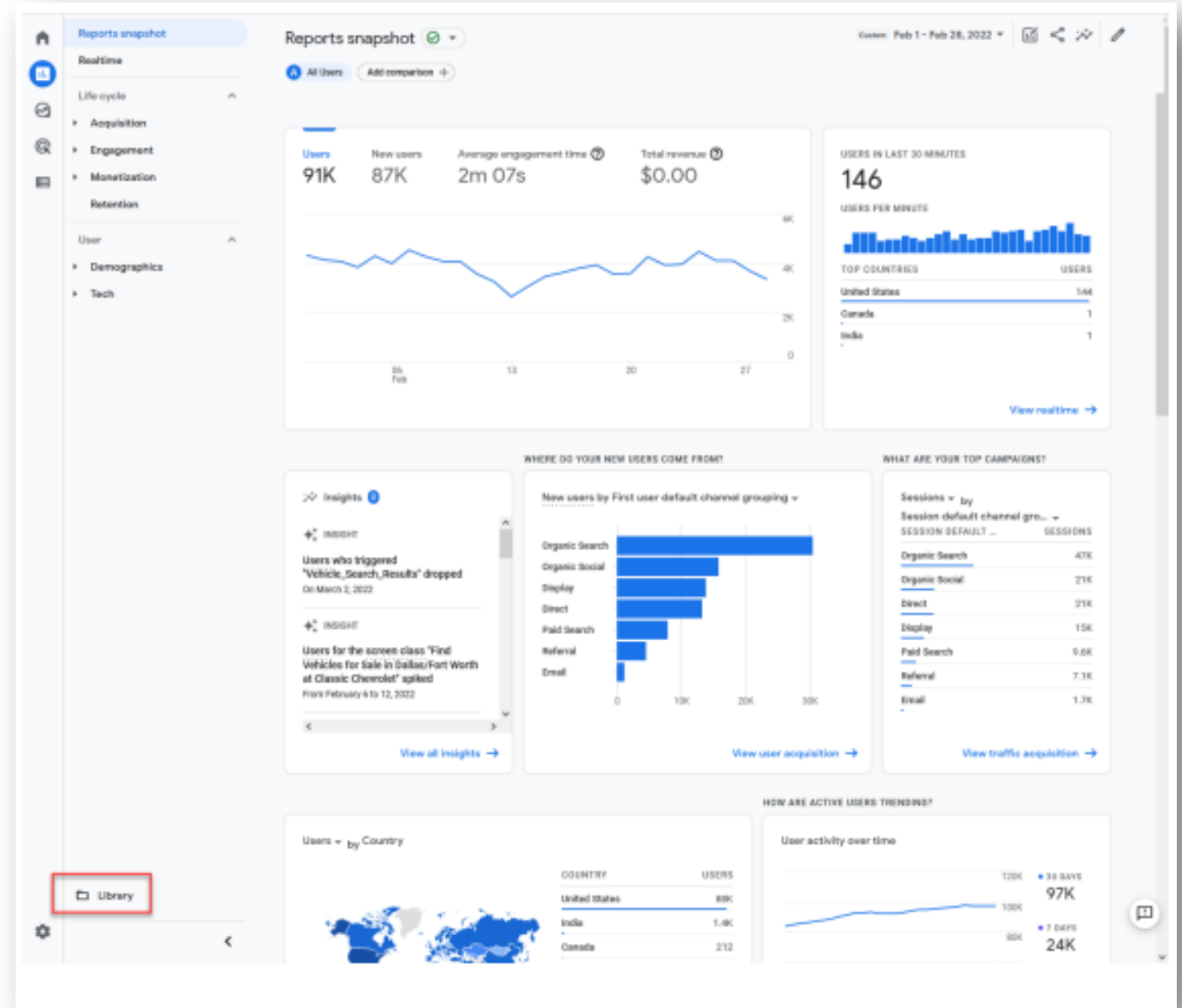
They are, however, not immediately visible, they must be enabled.

Search Console data in GA4 and click on the **Reports** button to get started.



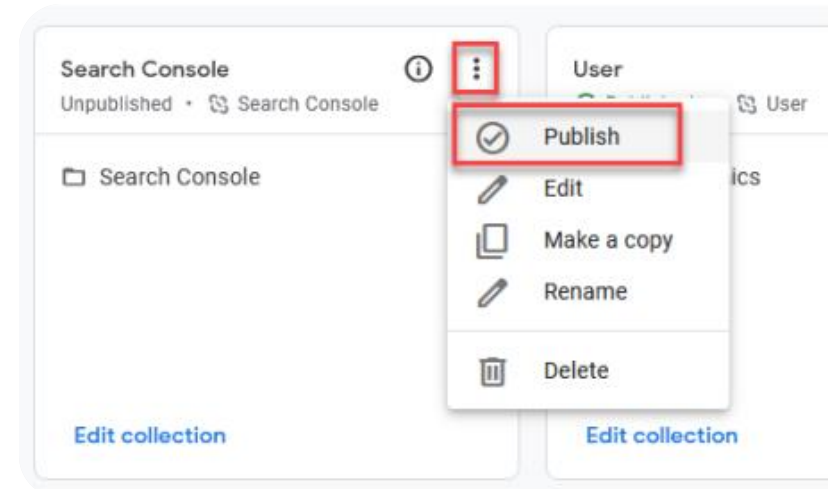
Connecting GA4 and Google Search Console

Click on the **Library** button at the bottom of the page.

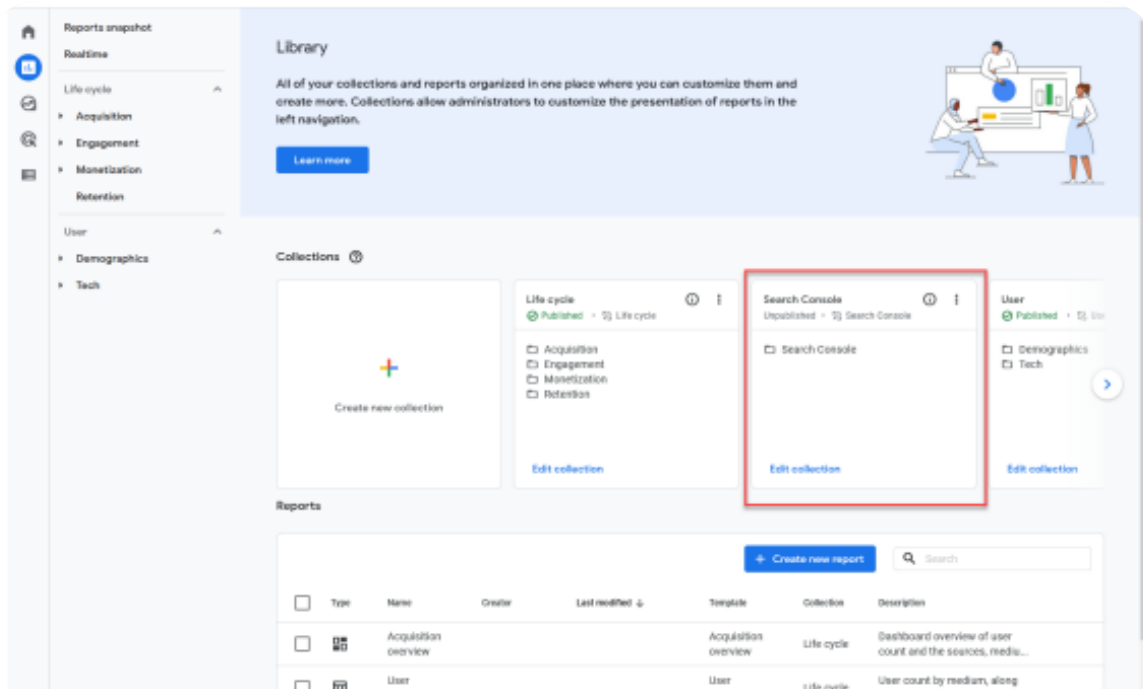


ansira **Connecting GA4 and Google Search Console**

Before you can use the Search Console reports, they need to be published to your account. Locate the Search Console collection of reports in the Library:



Look closely at the Lifecycle and User collections. Notice that under the name, they list as Published (in green) and have a checkmark next to the name. If you look at the Search Console collection, it lists it as unpublished in gray text and doesn't have a checkmark. To publish the Search Console reports, click the three dots, then choose to **Publish** to add these reports to your library.

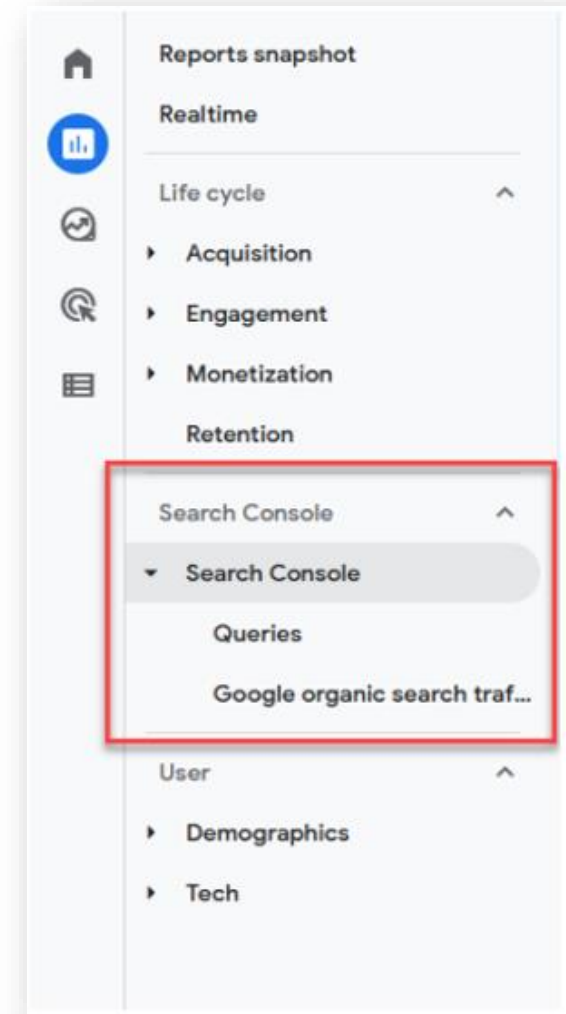


Connecting GA4 and Google Search Console

The reports are now published and appear in a new section of the Reporting UI:

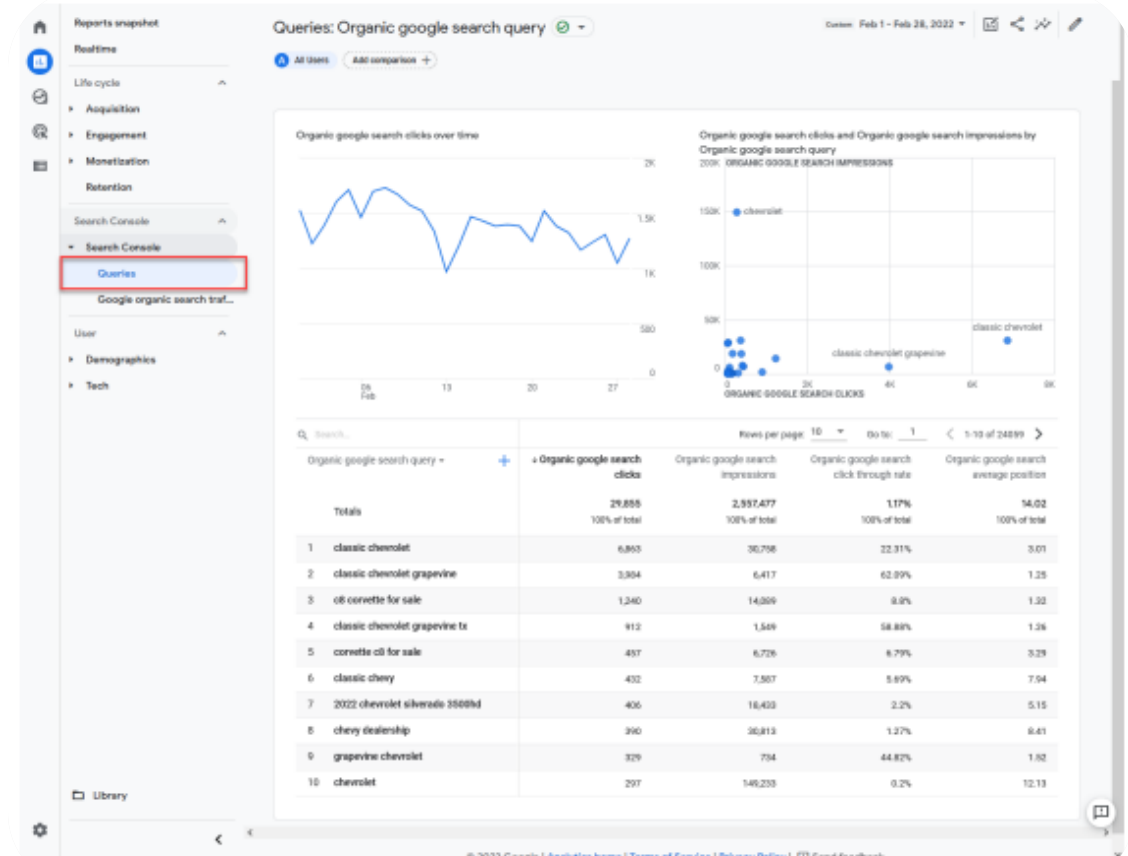
Search Console Reports in GA4

Now that the connection between Search Console and GA4 is established let's review the two provided reports. First up is the Queries report. The report shows a graph of clicks per day, impressions and clicks per search query, and a table of the top 10 (by default) search queries and the number of clicks, impressions, click-through rate, and average position for each – the table sorts based on the first column (clicks). Sorting by a different column or direction will update the search queries shown.



Connecting GA4 and Google Search Console

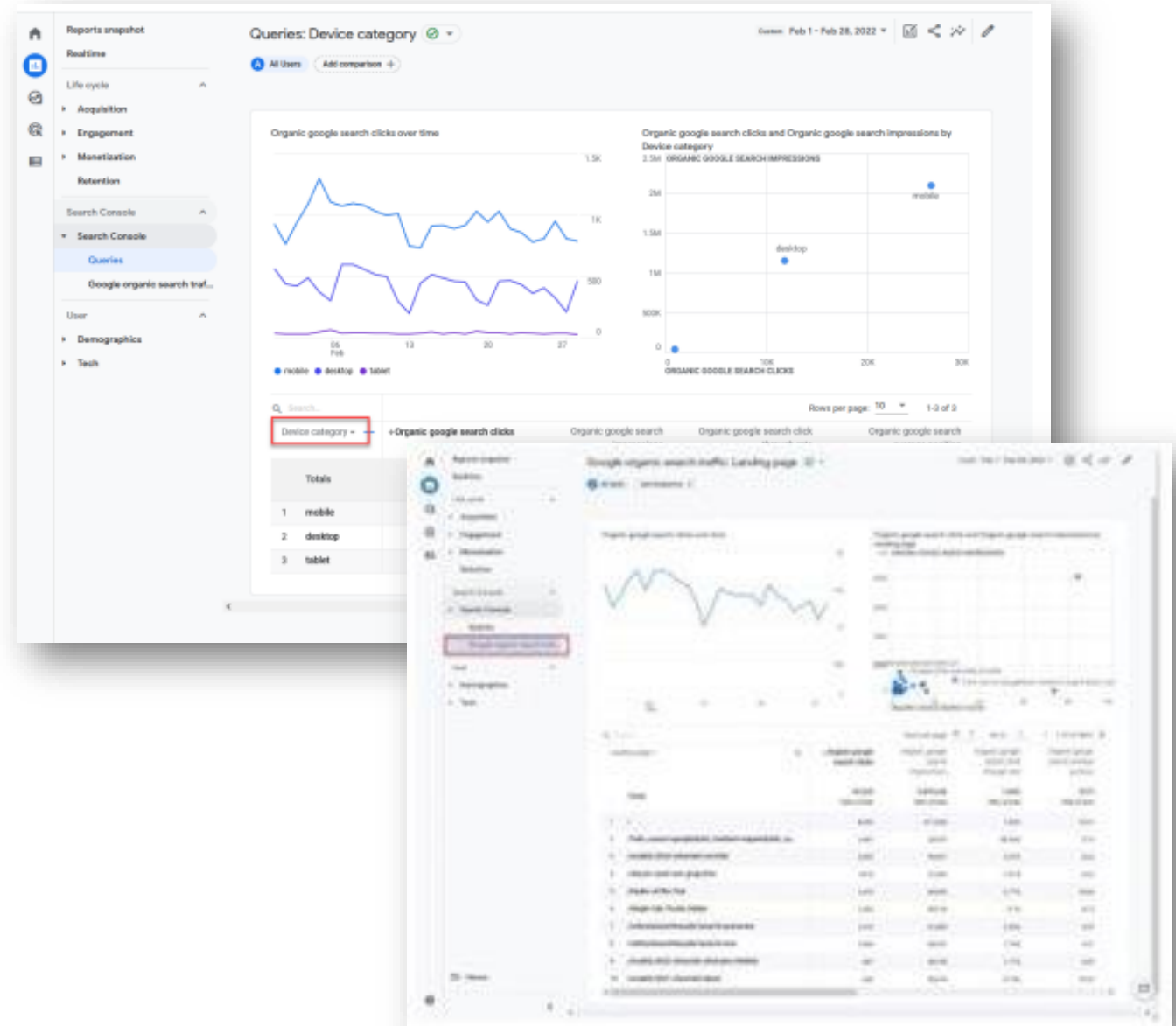
Click on the **Organic** google search query, and there are two other dimensions to choose from: Country and Device category. Selecting either of these options will update the charts and table to show a different aspect of Search Console data.



Connecting GA4 and Google Search Console

Switch to the Google organic search traffic report. The report changes to show a graph with the number of clicks per day, a chart with the number of clicks and impressions per landing page, and a table showing the top 10 landing pages, the number of clicks, number of impressions, click-through rate, and average position for each. The table sorts based on the first column (clicks). Sorting by a different column or direction will update the search queries shown.

Like the Queries report, if you click on Landing page and you are given two other dimensions to choose from: Country and Device category. Selecting either of these options will update the charts and table to show a different aspect of Search Console data.



Google Analytics 4 Guide

GA4 is a future forward set of measurement reports and event-based data sets. The deadline is fast approaching to transition from standard Universal Analytics. Ready your reporting analytics by making the switch prior to July 1, 2023.

Remember to complete you first 4 main steps:

- Create a GA4 property
- Create Conversion Goals
- Create Custom Reports
- Connect Search Console

We're Here to Help as you continue your GA4 journey: automotive@ansira.com





THANK YOU!

Let's Connect And Talk About It

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