

Google Analytics 4 Training: Migrating from Universal Analytics

This Google Analytics 4 training course covers the configuration and setup that is needed to get GA4 operational and continue to collect the same type data that was collected in Google Analytics - Universal Analytics. If you are interested in reporting, see the Google Analytics 4 training for reporting and analysis.

In this course, learn the details for account setup and configuration necessary for collecting data. This Google Analytics 4 course is available as either a half-day or one-evening course.

Course Topics for Google Analytics 4 Training: Migrating from Universal Analytics

Planning the migration from Universal Analytics to Google Analytics 4	Create GA4 Events to define Goals
Data Collection Changes between GA4 and UA	Adding GA4 Events as conversions
Understanding Hit Scopes and Hit types	Working with Custom Dimensions in GA4
Overview of Events in GA4	Differences with User-scoped custom dimensions in GA4
Understanding Events in GA4 vs. UA	Custom Metrics & Dimensions in GA4
Creating Filters	Using GA4 Audiences
Internal Traffic Filter	Ecommerce Considerations with GA4
Testing filters	GA4 Tagging Setup
Options for Similar UA Views in GA4	Tagging for GA4 while maintaining UA
Migrating Events from UA to GA4	Adding Events needed in GA4
GA4 Events	Deprecated Metrics
Understanding Event Limitations in GA4	Goals and Conversions
GA4 Enhanced Measurement	Working with User ID in GA4
GA4 Recommended Event Names	Validating GA4 data vs UA
Creating Custom Events	Comparing GA4 and UA Data
Creating Goals and Conversions in GA4	GA4 Resources
Google Signals (enhanced data collection)	

