Google Analytics 4 Guide PDF

Google Analytics 4 records user interactions as events, groups them into sessions and lets you mark important events as conversions. Plan what you want to measure, tag campaign links with UTM parameters, set up key events, check data in real-time views and build reports for sources, pages and conversions. Menus change, so follow official help.

Key takeaways

- GA4 is event-based: page views, clicks and purchases are all events.
- Mark important actions as key events or conversions after planning.
- UTM tags keep campaign sources clear and consistent.
- Data privacy, consent and local rules affect what you can collect.
- The interface changes often, so check the official Analytics Help.

What is Google Analytics 4 basics?

Google Analytics 4 is a web and app analytics service that uses an event-based data model to measure how people find and use a site, so that marketers can understand performance and make decisions.

What is different about GA4?

Earlier versions of Google's analytics were built around sessions and page views. GA4 is built around **events**: every interaction is recorded as an event with parameters, whether it is a page view, a scroll, a click on a link or a purchase. This model allows measurement across websites and apps and flexible reports.

What are the main concepts?

Term	Meaning
Event	A recorded interaction
Parameter	Extra detail about an event, such as page title
User and session	A visitor and a visit made of events
Key event or conversion	An event marked as important to the business
Dimension	An attribute you group by, such as source

Term	Meaning
Metric	A number you measure, such as sessions
Audience	A group of users defined by conditions
Names and screens evolve, so consult the current help centre.	

How do I plan measurement?

Before touching settings, write down the business goals, the actions that show progress and the questions you want answered. For a lead generation site, the actions might be form submission, phone click and brochure download. For a shop they might be add to cart and purchase. This plan tells you which events to track and which to mark as conversions.

How do I set up basic tracking?

1. Create a property and a data stream for your site.
2. Install the measurement tag, directly or through a tag manager.
3. Check that data arrives using the real-time and debug views.
4. Enable the standard events and add custom events for key actions.
5. Mark the important events as conversions.
6. Link related products, such as your ads account and search console, where useful.
7. Set data retention and consent options according to your policy.

What are UTM parameters?

UTM tags are labels added to links so that analytics knows where a visit came from. Common ones are source, medium and campaign, for example `utm_source=newsletter&utm_medium=email&utm_campaign=october_offer`. Use consistent, lower-case names and keep a shared sheet so reports are not split into several spellings of the same source.

Which reports are useful for beginners?

Look at acquisition reports to see which channels bring visits, engagement reports to see popular pages and events, and conversion reports to see which sources lead to actions. Use explorations for custom tables and funnels. Always check the date range and compare with a previous period.

How do I read the numbers carefully?

Small samples mislead; wait for enough data. Understand that definitions such as engaged sessions differ from older metrics, so comparisons with past reports need care. Consent choices, blockers and tracking gaps mean that numbers are estimates of behaviour, not exact counts. Cross-check key totals with sales or lead records.

How do privacy and consent fit in?

Collect only what you need, respect consent requirements that apply to your audience, avoid sending personal data into analytics, and document your setup. Work with your legal or privacy contact where needed.

What mistakes are common?

No measurement plan, duplicate tags, inconsistent campaign names, treating every event as a conversion, ignoring internal traffic and drawing conclusions from a few days of data. Review the setup after each site change.

How do I build a simple reporting routine?

Choose a fixed day each week. Check that tracking is healthy, then review sessions by channel, top pages, conversions and any campaign you ran. Compare with the previous period and write two sentences: what changed and what you will do next. Keep a log of site changes and campaigns so that movements in the data can be explained. Share a one-page summary with the team instead of long exports.

How do I explain analytics results to non-technical people?

Start with the question they care about, such as "which channel brings the most enquiries?" Give the answer first, show one clear chart or table and mention the main limitation, for example a short date range. Avoid tool jargon. Suggest an action and how you will check whether it worked. Clear, honest communication builds trust in the numbers and in your recommendations.

What is a quick audit of a GA4 setup?

Check for duplicate tags, confirm key events fire once, exclude internal traffic, review the data retention setting, test campaign links and verify that consent behaviour matches your policy.

Frequently asked questions

What is an event in GA4?

An event is a recorded interaction, such as a page view, click or purchase, and it can carry parameters that describe it.

What are UTM parameters?

They are tags added to links, such as source, medium and campaign, that tell analytics which marketing effort sent the visit.

How do I mark a conversion?

Plan the important actions, make sure the event is recorded, then mark it as a key event or conversion in the settings, following current official help.

Why do my numbers differ from other tools?

Definitions, consent choices, blockers and processing differ between tools, so expect small differences and cross-check key totals.

Is it safe to collect any user data?

No. Collect only what you need, follow consent and privacy rules, and avoid sending personal data into analytics.

Sources and further reading

- Google Analytics Help
- GA4 events overview
- Analytics Academy

About this PDF

These PDFs are study material for learning and revision. They are not a certificate, a degree or a promise of a job, and technology changes, so check official documentation for the latest details. Spot an error? Write to info@uncodemy.com and the trainer team will review it.

More free resources and courses: uncodemy.com | info@uncodemy.com | +91 98183 66550