Google Analytics 4 (Web only) How To Guide

Step 1 – Creating a Google Analytics (GA) account.

- Sign in to your Google Analytics (GA) account.
- Click the blue admin cog in the bottom lefthand corner of the screen.
- Press the blue '+ Create Account' button.

Account setup

- Account Name: enter the name of your publication.
- Account Data Sharing Settings: Tick the box for 'Google products & services'.
- Press the blue 'Next' button.

Property setup

- Property Name: enter the name of your publication.
- Reporting Time Zone: select the appropriate time zone.
- Currency: N/A.
- Press the blue 'Next' button.

About your business

- Business Size: select the appropriate answer.
- How do you intend to use Google Analytics with your business?: select the first answer.
- Press the blue 'Next' button.

Choose your business objectives

- *Select 'Examine user behaviour'*
- Press the blue 'Create' button.
- Accept Google's terms and conditions.
- You should be redirected to a screen called 'Start collecting data'; press 'Skip for now' button.
- Press 'Go to Home' button.

Step 2 – Creating a data stream for Web editions.

- In the bottom lefthand corner of the Google Analytics (GA) dashboard, press the grey settings cog.
- In the property column, select 'Data Streams'.
- From this section we will create a Web data stream.

Setting up Web data stream

- Select 'Web' option.
- Enter the following information:

  Website URL: content.yudu.com
  Stream name: enter your publication name.

- Click the grey cog icon on the righthand side of the data stream section.
- Under 'Page Views' click the link labelled 'Show advanced settings' and de-select 'Page changes based on browser history events'.
- Press the blue 'Save' button in the top righthand corner.
- Press the blue 'Create stream' button.
- Dismiss the 'Installation instructions'.
- Google will now display a Measurement ID, which will always start with the letter G i.e G-QZ2Q72TMXZ. This ID can be used for all the editions within your publication group on YUDU Publisher.

Step 3 – Creating Custom dimensions

- In the bottom lefthand corner of the Google Analytics (GA) dashboard, press the grey settings cog.
- In the property column, select 'Custom definitions'.
- Under this section, we will create eight 'Custom dimensions'.

Create custom dimension – edition

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

  Dimension name: Edition
  Scope: Event
  Description: Edition
  Event parameter: edition *(important note: this final value is case sensitive, so please enter the value as lowercase for each custom dimension)*

- Press the blue 'Save' button.

Create custom dimension – platform

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

  Dimension name: Platform
  Scope: Event
  Description: Platform

Event parameter: platform

- Press the blue 'Save' button.

Create custom dimension – page_number

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

  Dimension name: Page Number
  Scope: Event
  Description: Page Number
  Event parameter: page_number

- Press the blue 'Save' button.

Create custom dimension – page_title

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

  Dimension name: Page Title
  Scope: Event
  Description: Page Title
  Event parameter: page_title

- Press the blue 'Save' button.

Create custom dimension – event_category

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

  Dimension name: Event Category
  Scope: Event
  Description: Event Category
  Event parameter: event_category

- Press the blue 'Save' button.

Create custom dimension – event_label

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

  Dimension name: Event Label

Scope: Event
Description: Event Label
Event parameter: event_label

- Press the blue 'Save' button.

Create custom dimension – network

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

    Dimension name: Network
    Scope: Event
    Description: Network
    Event parameter: network

- Press the blue 'Save' button.

Create custom dimension – target

- Press the blue button labelled 'Create custom dimensions'. Enter the following information exactly as described:

    Dimension name: Target
    Scope: Event
    Description: Target
    Event parameter: target (again, please enter as lowercase)

- Press the blue 'Save' button.

Note: The custom dimensions for GA4 don't need to be added to Publisher, they just need to be present on GA.

Step 4 – Adding Measurement ID to Publisher

If the YUDU team create your digital publications on your behalf as part of our Bureau Service (please contact your account manager for more information), you can choose to forward the Measurement ID on to us by emailing support@yudu.com and we will carry out the below steps on your behalf.

For digital editions that already exist on YUDU Publisher, such as back issues:

- Navigate to the digital edition on Publisher.
- Select Settings > General
- Scroll down to the section titled 'Google Analytics 4 Settings' (please ignore the section titled 'Universal Analytics Settings' as Google are currently phasing out this GA type and it will eventually be removed from YUDU Publisher).

- Enter your Measurement ID in the box labelled 'Google Analytics Measurement ID'.
- Under the 'common settings' section, add a privacy policy.
- Enable the setting called 'Report edition name instead of node ID for the 'Edition' dimension'.
- Scroll down to the bottom of the page and press the 'submit' button.
- Re-preview and republish your digital edition to apply GA4 reporting.

For future digital editions:

- Go to the publication group that contains all your digital editions on Publisher.
- Select Settings > Defaults
- Scroll down to the section titled 'Google Analytics 4 Settings' (again, please ignore the section titled 'Universal Analytics Settings').
- Enter your Measurement ID in the box labelled 'Google Analytics Measurement ID'.
- Under 'common settings' section, add a privacy policy.
- Enable the setting called 'Report edition name instead of node ID for the 'Edition' dimension'.
- Scroll down to the bottom of the page and press the 'submit' button.
- All future editions will have the Measurement ID automatically populated.

Contacts
YUDU Operations & Support support@yudu.com

David Regan Publishing Division Manager david.regan@yudu.com 01200 420 873	**Miranda Tadros** Account Director miranda.tadros@yudu.com 0207 430 6600

Further Information
www.yudu.com Terms & Conditions Privacy Policy GDPR Agreement