

Understand & set up GA4 ...

Main features and bug check

Getting started

Hi 🖐️ we are Isaline and Irina

You can call us I+I.

We're here to teach you how to love GA4! We met via the Women in Tech SEO community.

This is #1 webinar to understand and set up properly GA4.

Relax, you will get the slides, the recording of the webinar, short tutorial videos and time to ask your questions.

Isaline Muelhauser is

an SEO Consultant based in Lausanne, running her company since 2019. She co-founded and hosts SEOnerdSwitzerland meetups and is the podcast host of the WTSPodcast.

You can talk to her in FR, EN & DE (hochdeutsch).

Isaline manages the project, the relation with Mediacom and laypeople and quality checks everything.

Irina Serdyukovskaya is

an SEO & Analytical Consultant based in Bergamo, working as an independent consultant since 2018.

You can talk to her in EN, IT & RU.

Irina guarantees the technical implementation and manages the relation with the tech team.

Why do
SEO Consultants
teach you
about GA4?

Because we love
clean relevant data 🤖

During this webinar you will learn:

- GA4 features & key differences UA vs GA4
- Actions required to create your GA4 account, track data and set it up properly
- The most common bugs and how to fix them
- How to start playing with events

Your GA4 checklist

- ☐ Create your GA4 account
- ☐ Add the measurement ID in your WP
- ☐ Set up the parameters:
 - a) Data streams
 - b) Data retention
 - c) Developer Filter
 - d) Switch on built in events
 - e) Internal Traffic Settings
- ☐ Check that data is running correctly
- ☐ Set up your custom events

Which brings us to our first lesson:

you need to start the [uncomfortable] learning curve.
GA4 requires us to take a different approach to data and intentionally chose our tracking.

Duration & Limitation

50 minutes of presentation + 20-30 minutes of Q&A

This is a webinar≠workshop:

- we do our best to provide learning material and tutorial videos that you can use in your own time.

We don't have time to do some debugging on individual GA4 (sorry) but we will touch upon the main bugs and how to fix them.

Chapter 1

Approaching GA4 for the first time

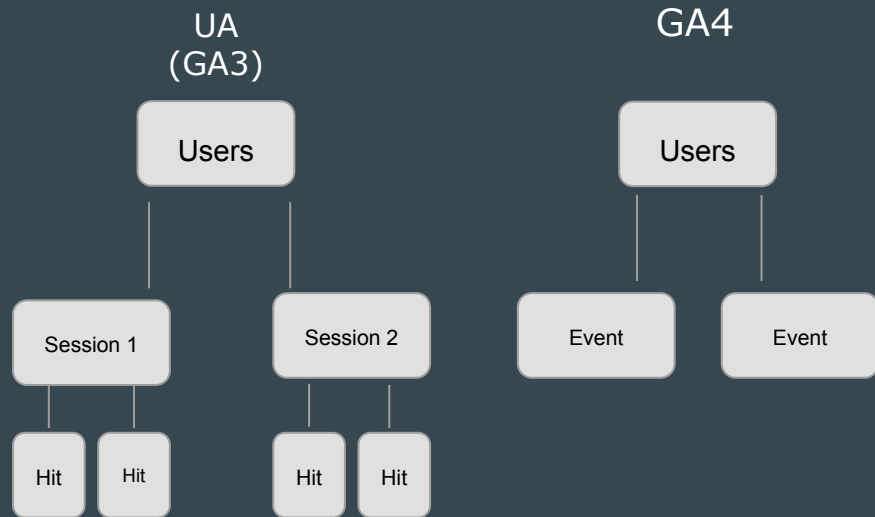
Content

- GA4 features & key differences UA (GA3) vs GA4
- Navigating GA4

GA4 features & key differences UA vs GA4

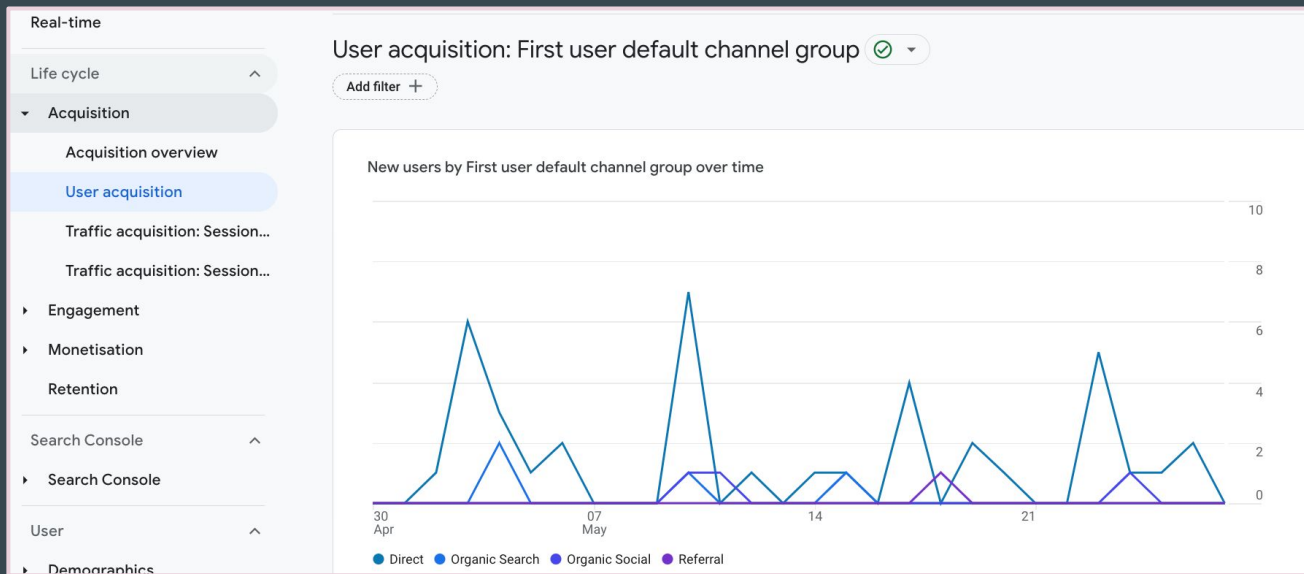
GA4 Key Features — Different Data Model

- GA4 is based on different data model: we cannot compare exactly UA data with GA4 data
- We have similar metrics but the calculation is a bit different.
- When we add GA4, it is okay to have data difference. *It is not a mistake of the implementation.*



GA4 Key Features — New User Acquisition Report

With GA4, we see from which channel the session is, and also from which channel the user first came to your website.



GA4 Key Features — New Metrics & Data

- Engagement Rate
- Average Engagement Time
- Bounce rate (but not like in UA), it is a reverse Engagement Rate

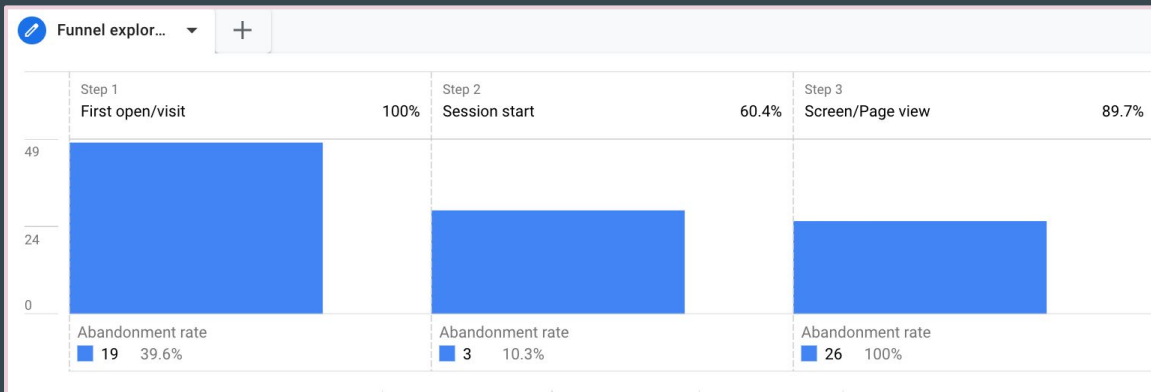
<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>
144	88.34%	1.41	0m 30s
100% of total	Avg 0%	Avg 0%	Avg 0%
96	85.71%	1.41	0m 19s
40	95.24%	1.60	1m 03s
5	83.33%	1.00	0m 32s
4	100%	1.00	0m 04s

For details visit on [Google Help Page](#)

GA4 Key Features — Two Types of Reports

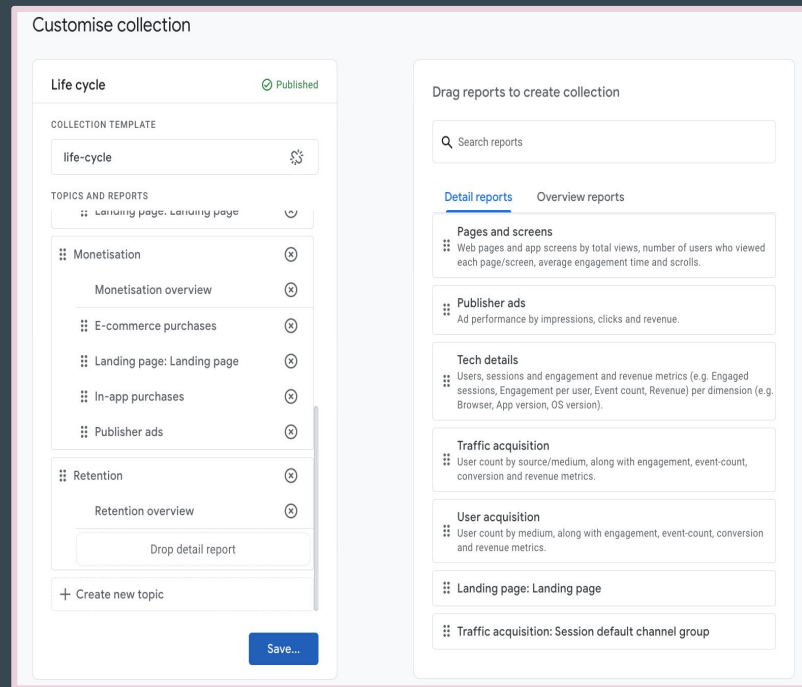
- Standard reports
- Explore section

First user default channel group ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions
		All events ▾	All events ▾	All events ▾	All events ▾	All events ▾	All events ▾	All events ▾
		47	64	84.21%	1.25	0m 25s	382	26.00
		100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total
1	Direct	39	46	82.14%	1.10	0m 22s	258	21.00
2	Organic Search	4	11	84.62%	2.75	0m 35s	89	3.00
3	Organic Social	3	6	100%	1.50	0m 48s	29	2.00
4	Referral	1	1	100%	1.00	0m 15s	6	0.00



GA4 Key Features — Highly Customisable

- We can create reports from scratch in the Explore section
- We can customise Standard reports and the menu of the reports



GA4 Key Features — Event & conversion structure

UA

Event Category

Form Submit

Event Action

Submission

Event Label

Form ID

GA4

Event Name

form_submit

Event Parameter

page_location

Event Parameter

form_id

Event Parameter

GA4 Key Features — Goals Vs Conversions

UA

- Goals can be based on events or can be based on other settings
- You need quite complex additional setting to add goals
- Limit of 20 Goals per view

GA4

- Conversions are based on events
- You can easily 'mark' events to become conversions
- 30 conversions

Here is what you need to remember

GA4 is based on different data model

GA4 offers new metrics & data (esp. about user's engagement)

2 types of reports (highly customisable)

With GA4 we talk about **users** and **events**

Navigating GA4

Your links to your tutorial videos

Watch the video: [Navigating Through GA4](#)

Regarder la vidéo: [Navigating Through GA4 FR](#)

First steps in GA4 - In a nutshell

- Give yourself time to get used to GA4 interface
- Most of the reports you used in UA are available in GA4 under reports
- Everything is an event including 'Page view'
- Data is available in 24 hours after collection

Chapter 2

How to properly set GA4 up

Content

- How to create your GA4 account
- How to set GA4 up on your WP website
- GA4 Settings
- How to guarantee that GA4 is running correctly
- The most common bugs with data streams and how to fix them

How to create a GA4 account

The very first step to your GA4 set up

Your links to your tutorial videos

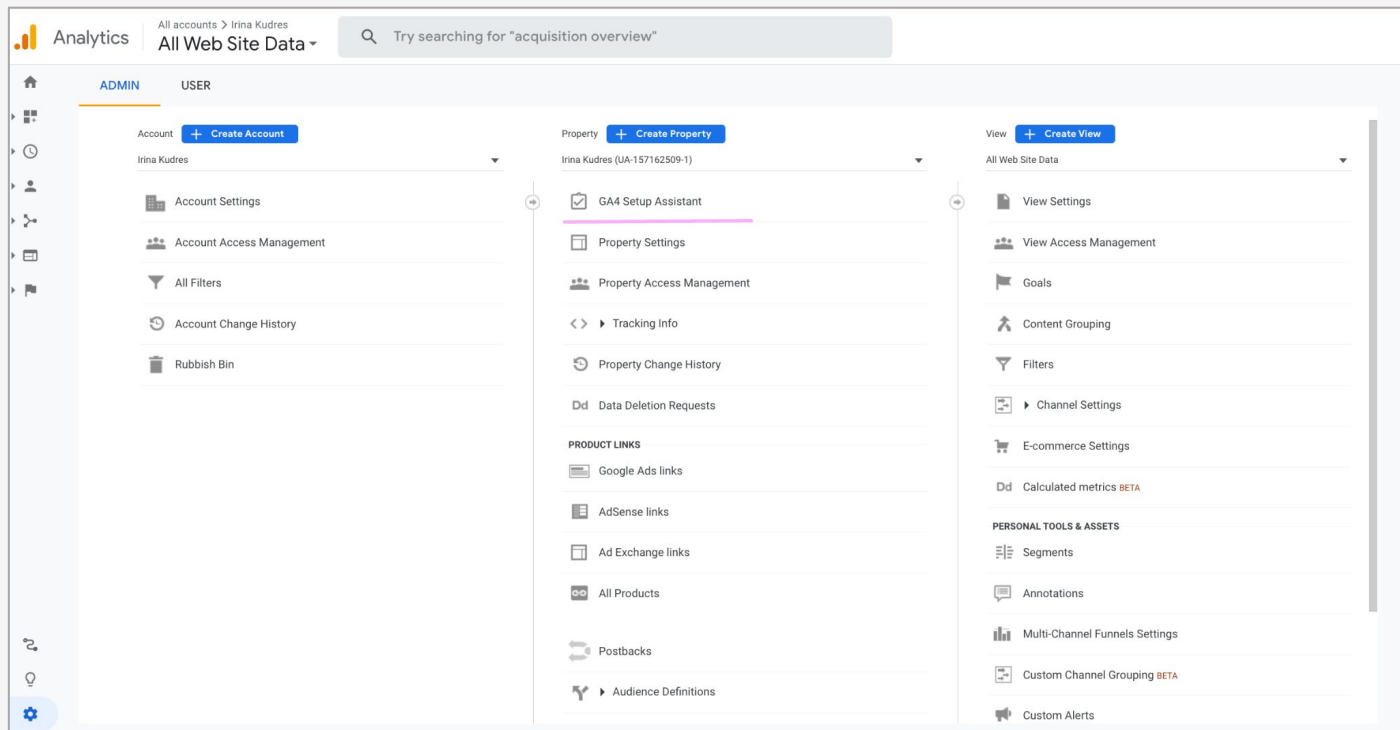
Watch the video: [How to Create Your Google Analytics Account](#)

Regarder la vidéo: [How to Create Your Google Analytics Account FR](#)

Create GA4 Account - Open Your UA Admin Panels

Open UA **admin panel** or create your account from scratch if you have not used [Google Analytics](https://analytics.google.com/).

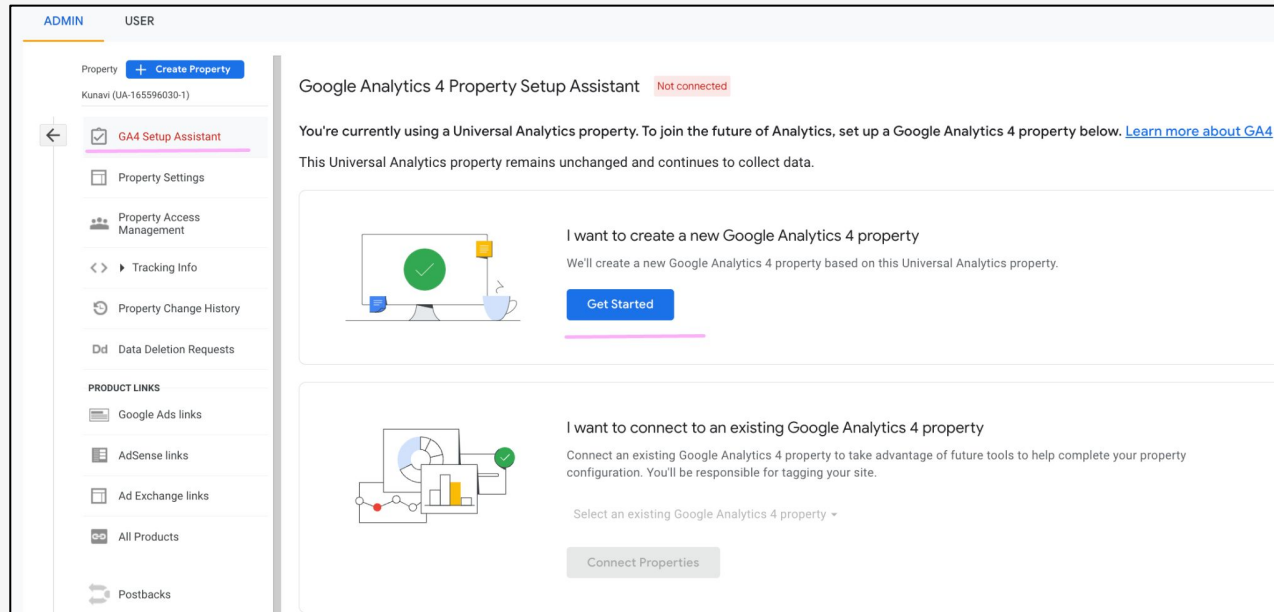
Click **GA4 Setup Assistant**.



Create GA4 Account - Follow the steps

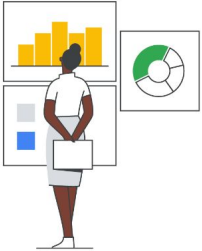
Choose 'I want to create a new Google Analytics 4 property'

Click '**Get Started**'



Create GA4 Account - Follow the steps

Click '**Create and Continue**' and on the next window click '**Go to your GA4 property**'.



Create a new Google Analytics 4 property

This setup assistant will:


- **Create a GA4 property.** This will keep your original Universal Analytics property unchanged.
- **Copy basic settings from your UA property.** You can then configure additional settings in your GA4 property as needed.

This setup assistant can also:

☐ **Enable data collection using existing analytics.js and gtag.js tags.**

We can't migrate your tag customisations, though, [so consider how this affects your data collection.](#)

No, thanks Create and continue



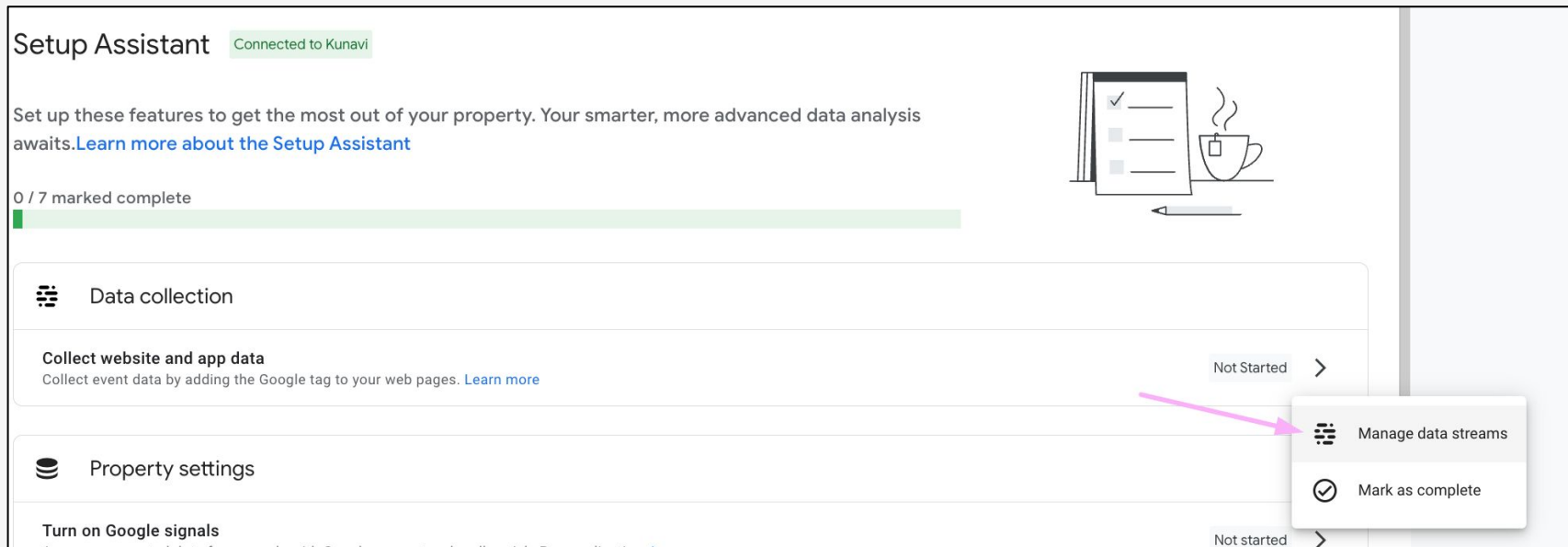
Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

Go to your GA4 property

Create GA4 Account

Click on '**Data Collection**' and choose '**Manage data streams**'



The screenshot shows the 'Setup Assistant' interface for Google Analytics. At the top, it says 'Setup Assistant' with a status 'Connected to Kunavi'. Below this, a message encourages setting up features for advanced data analysis, with a link to 'Learn more about the Setup Assistant'. A progress bar indicates '0 / 7 marked complete'. The main content area has a sidebar with 'Data collection' and 'Property settings'. Under 'Data collection', there is a card for 'Collect website and app data' with a 'Not Started' status and a right arrow. A pink arrow points from this card to a dropdown menu that appears, containing two options: 'Manage data streams' (with a list icon) and 'Mark as complete' (with a checkmark icon). The 'Property settings' section is partially visible below, showing 'Turn on Google signals' with a 'Not started' status.

Setup Assistant Connected to Kunavi

Set up these features to get the most out of your property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

0 / 7 marked complete

Data collection

Collect website and app data
Collect event data by adding the Google tag to your web pages. [Learn more](#) Not Started >

Property settings

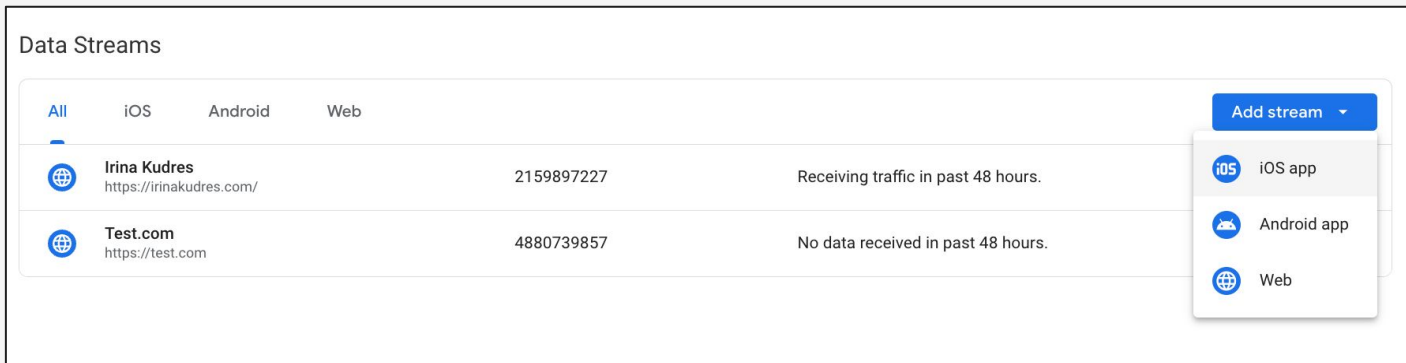
Turn on Google signals Not started >

Manage data streams

Mark as complete

Create GA4 Account - Add Data Stream

Click '**Add stream**' and choose '**Web**'.

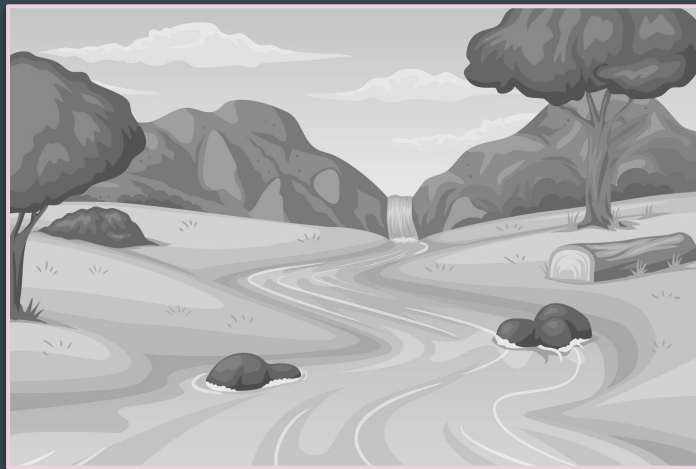


GA4 Settings — Data Streams

A flow of data from your website or app to Analytics. There are 3 types of data stream:

- Web (for websites),
- iOS (for iOS apps),
- Android (for Android apps).

You need one data stream for the website.



Create GA4 Account - Name and Create

On the next step add **Website URL** and **Stream Name** and click '**Create stream**'

×

Set up data stream

Set up your web stream

Website URL

https://

www.mywebsite.com

Stream name


My Website


✦✦


Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)


Measuring:

 Page views

 Scrolls

 Outbound clicks


+ 4 more





Create stream

And here is your measurement ID

This is your Measurement ID which you will need to add to the website code on the next steps to activate data collection.

 Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly. [View tag instructions](#)

Stream details 

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
Test	https://test.com	5272800471	G-9HBES0X5T2 

What if you already have a GA4 account?

Creating a GA4 account is the first step to setting up GA4.

If you already have a GA4 account with data stream and measurement ID, go to the next step, add the ID to your wp.

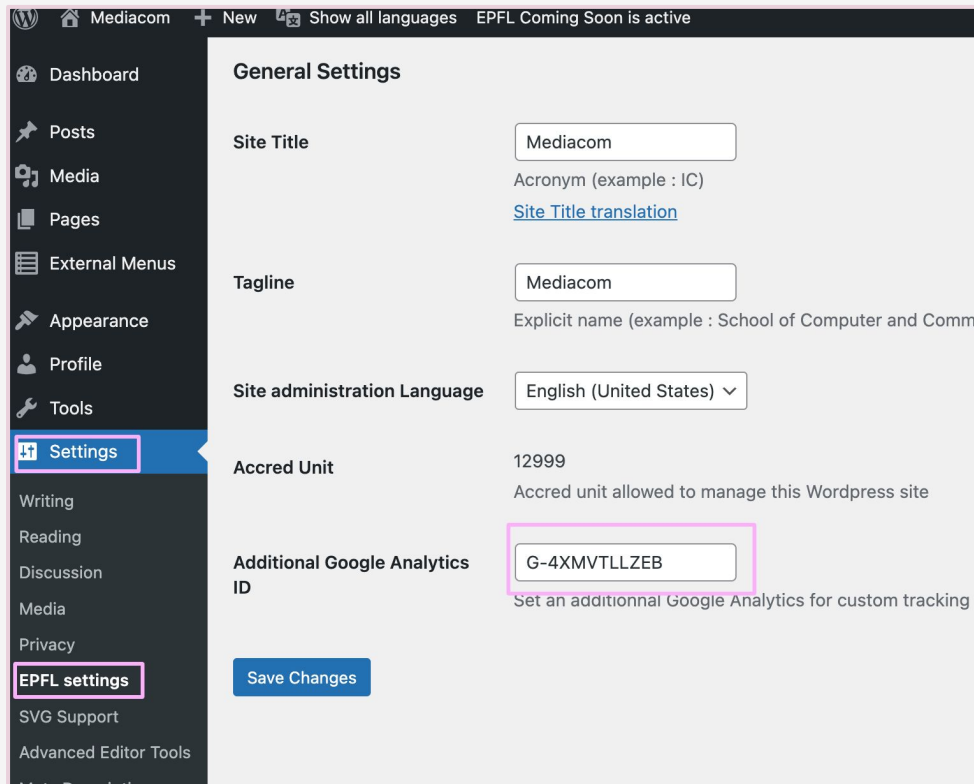
How to set GA4 up on your WP website

To start the data stream

How to set GA4 up on your WP website

- Go to WP Admin
- Click Settings
- Click EPFL Settings
- Replace Google Analytics with GA4 Measurement ID
- Click Save Changes

Watch the video: Adding GA4 ID to the WP
Regarder la vidéo: Ajouter Measurement ID



Your links to your tutorial videos

Watch the video: [Adding GA4 ID to the WP](#)

This one exist only in English - it's easy enough. Remember that if you are already using UA, adding your GA4 Measurement ID means replacing your UA ID.

GA4 Settings

Actions required

Your GA4 settings checklist

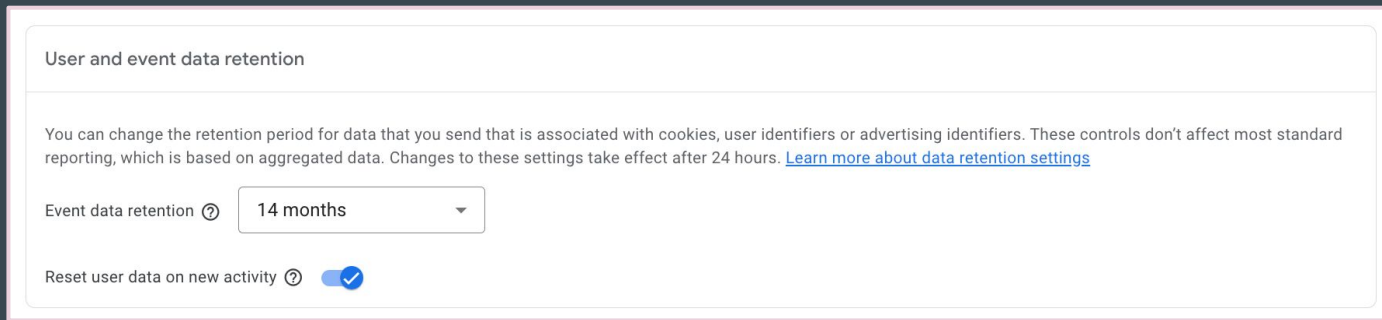
- ☐ Set up the parameters:
 - a) Data streams
 - b) Data retention
 - c) Developer Filter
 - d) Switch on built in events
 - e) Internal Traffic Settings
- ☐ Check that data is running correctly
- ☐ Set up your custom events

GA4 Settings — Data Retention

For Google Analytics 4 properties, you can choose the length of data retention:

- 2 months
- 14 months

This applies to the raw data available in the Explore section only. Aggregated data in standard reports will be accessible from data you set the account.



The screenshot shows the 'User and event data retention' settings in Google Analytics 4. The panel has a title 'User and event data retention' and a help icon. Below the title, there is a paragraph explaining that the retention period can be changed for data associated with cookies, user identifiers, or advertising identifiers, and that these settings do not affect standard reporting. A link to 'Learn more about data retention settings' is provided. The 'Event data retention' is set to '14 months' with a dropdown arrow. The 'Reset user data on new activity' toggle is turned on, indicated by a blue checkmark.

User and event data retention

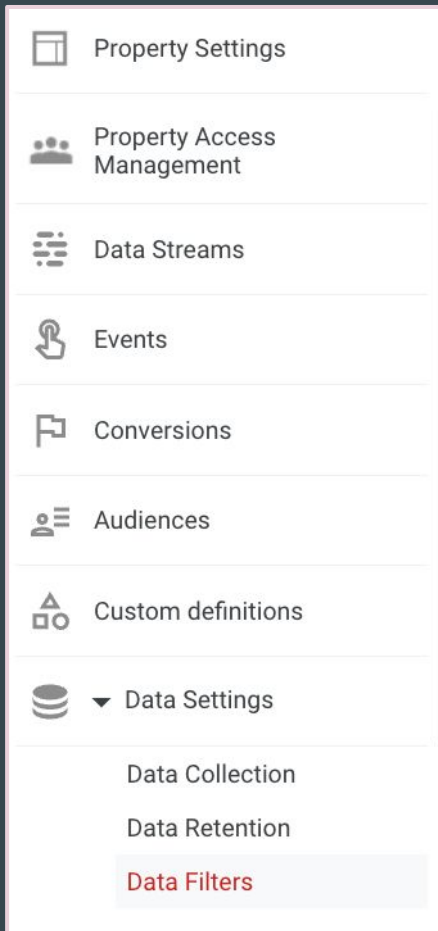
You can change the retention period for data that you send that is associated with cookies, user identifiers or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more about data retention settings](#)

Event data retention ⓘ 14 months ▼

Reset user data on new activity ⓘ ☒

GA4 Settings — Data Retention

- Go to Admin and choose Data settings
- Click on Data Retention
- Change from 2 months to 14 months



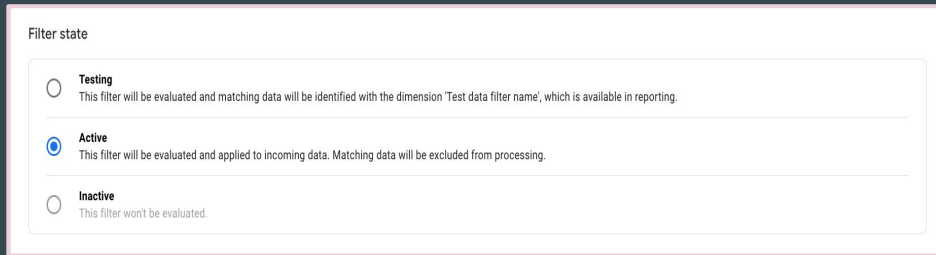
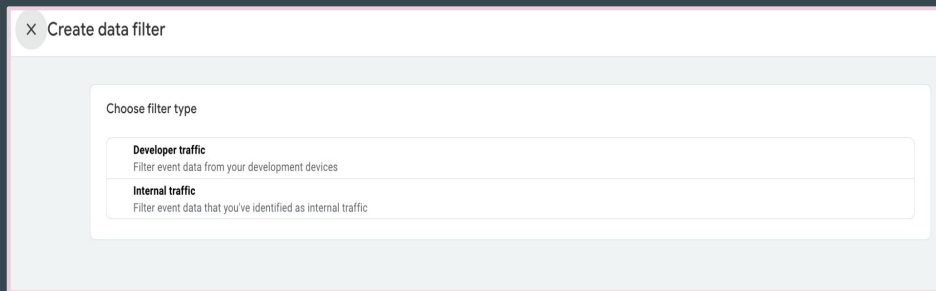
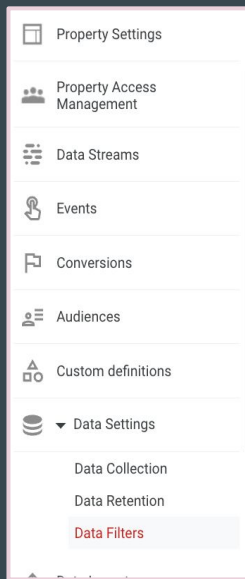
Your links to your tutorial videos

Watch the video: [Data Retention GA4](#)

Regarder la vidéo: [Data Retention GA4 FR](#)

GA4 Settings — Add Debugging Traffic Filter

- Go to Admin and choose Data Settings
- Click on Data Filters
- Click on Developer Traffic
- Set up the filter to active



Your links to your tutorial videos

Watch the video: [Adding Data Filters \(Dev Traffic\)](#)

Regarder la vidéo: [Adding Data Filters \(Dev Traffic\)FR](#)

GA4 Settings — Add Internal IDs

- Go to Admin and choose Data Stream
- Click on your Data Stream
- Click on Configure tag settings
- Click show all
- Click Define internal traffic
- Click 'Create'
- Add Rule name 'Internal Traffic'
- Add IPs from the list
- Click Create

Your links to your tutorial videos

Watch the video: [Filtering Internal Traffic](#)

Regarder la vidéo: [Filtering Internal Traffic FR](#)

Keep Google Signals Off — No action required!

Under **Data Collection** it is possible to switch on Google Signals. **Keep them off** to be compliant with EPFL privacy policy and to avoid threshold of the data.

Google signals data collection

Advertising Features have been upgraded with the activation of Google signals: collect cross-device data, and remarket to users across devices.

Get started

Analytics features are being enhanced to help you better understand your customers across devices using Google data.

When you choose to activate Google signals, Google Analytics will associate the visitation information that it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalisation. This Google information may include end user location, search history, YouTube history and data from sites that partner with Google – and is used to provide aggregated and anonymised insights into your users' cross-device behaviours. By enabling these features, you acknowledge that you adhere to the [Google Advertising Features Policy](#), including rules around sensitive categories, that you have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#).

Granular location and device data collection

Advanced Settings to Allow for Ads Personalisation

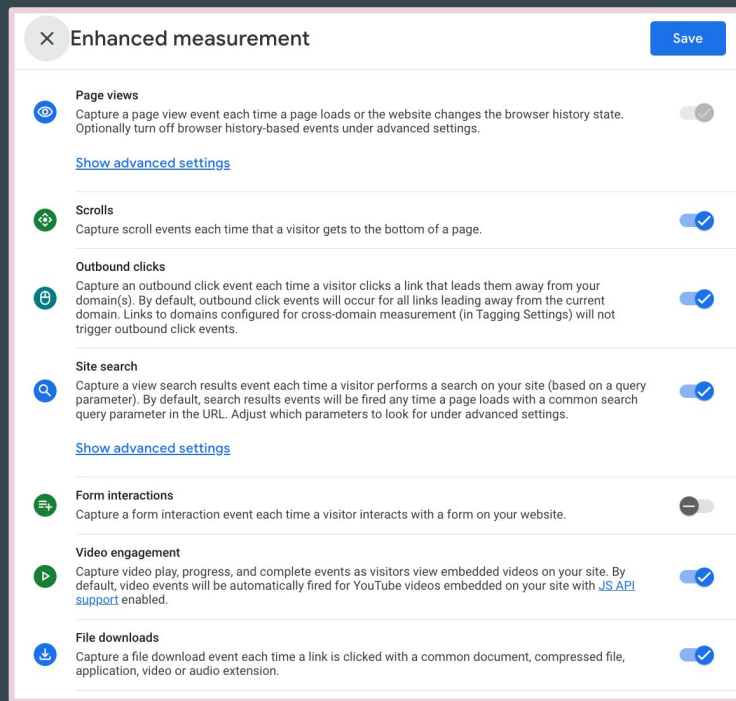
User Data Collection Acknowledgement

GA4 Settings — Enhancement Measurement

These are events which are created by GA4 and it is possible to switch this on or off depending on what events you would like to use.

We recommend switching Form Tracking off.

Keep other events on to have data about file downloads, scrolling behaviour, and clicks on outbound links.



Your links to your tutorial videos

Watch the video: [How to check or activate build-in events](#)

Regarder la vidéo: [How to check or activate build-in events FR](#)


How to guarantee that GA4 is
running correctly

How to guarantee that GA4 is running correctly — Data Stream

Data is available in GA4 property and you can see that your data stream is receiving traffic.

Keep in mind that you need 24 hours to see the data.

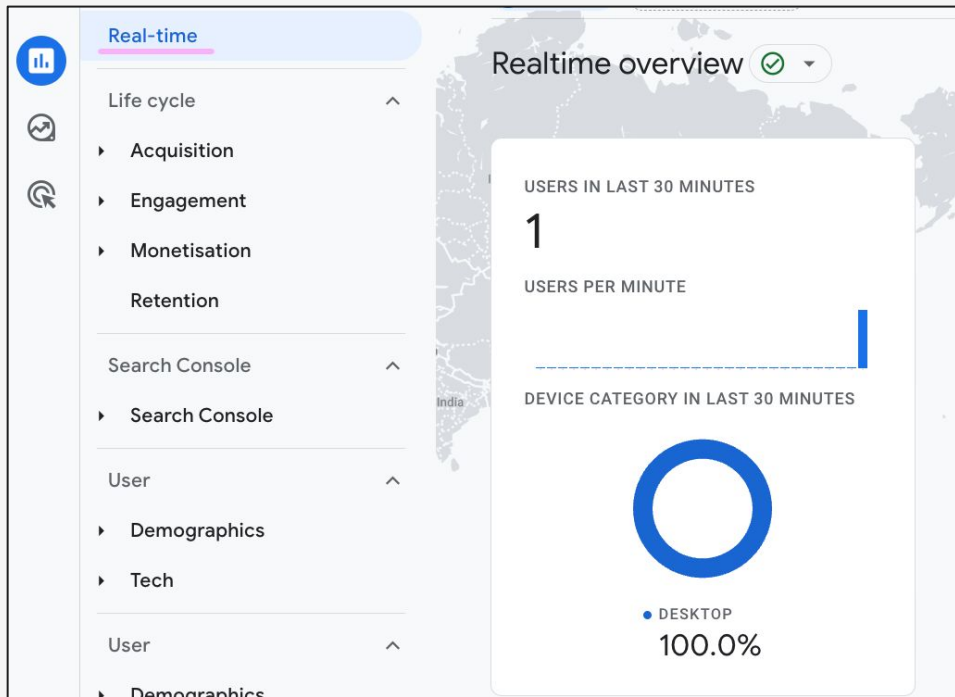
To check this go to Admin —> Property Settings —> Data Streams

Data Streams			
All	iOS	Android	Web
Add stream ▾			
	Irina Kudres https://irinakudres.com/	2159897227	Receiving traffic in past 48 hours. >

How to guarantee that GA4 is running correctly — Real-Time

You can see yourself on the Real-time report.

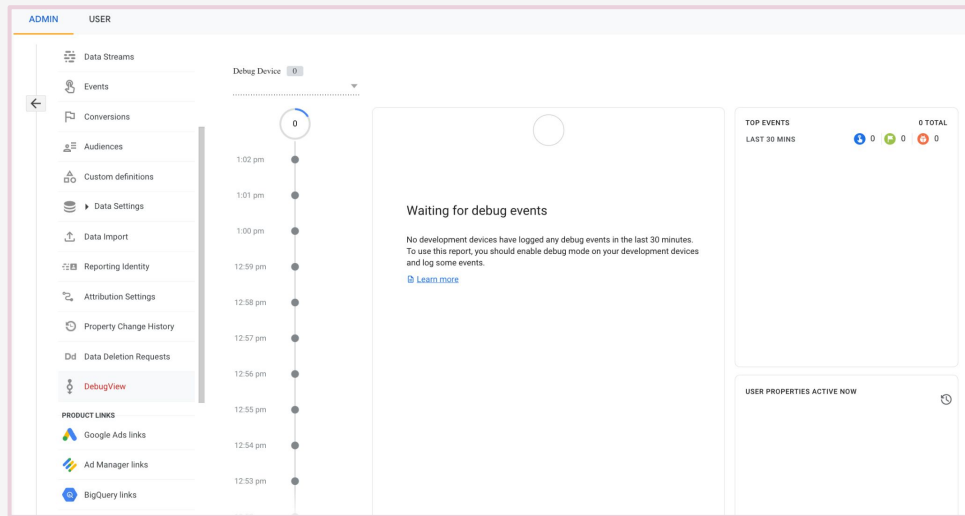
To check this go to Reports —> Real-time and open your website in the separate Chrome/Safari Tab.



How to guarantee that GA4 is running correctly — Debug View

You can use build-in debug view.

- To check this go to Admin —> Debug View.
- Open your website in the separate Chrome Tab
- Activate [Google Debugging Extension](#) (it should be **ON**)
- Wait to see events coming (sometimes you need to update the page a few times)



Here is what you need to remember

- The start of data collection is only after you add GA4 code to the source code of the website
- We need up to 24 hours to see the data in GA4 property
- You can check data collection using Real time report or debug view

The most common bugs with data streams and how to fix them

The most common bugs with data streams and how to fix them

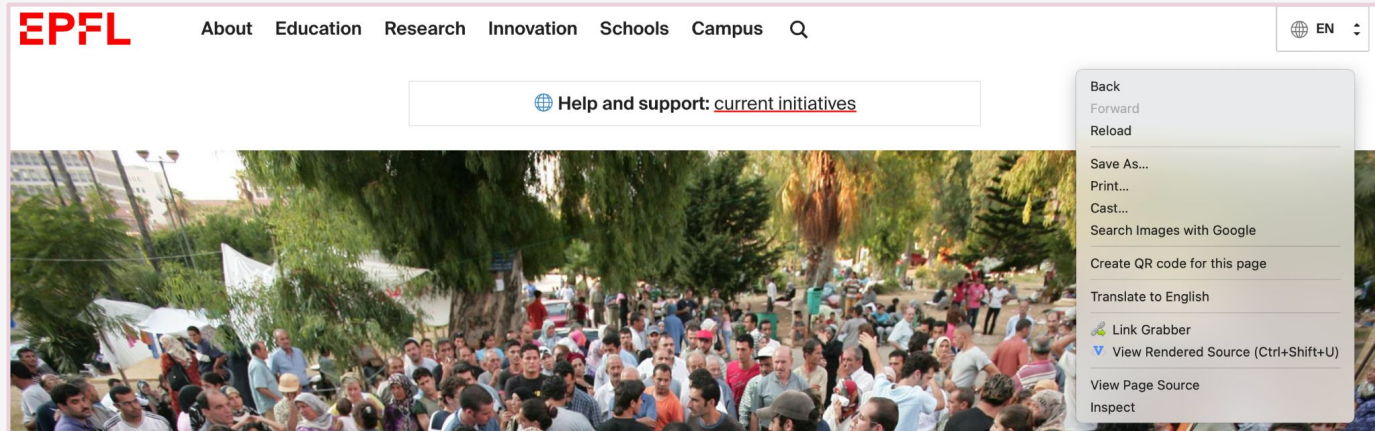
- No data in GA4 after 24 hours of set up

No data after 24 hours of the set up

- Check if you actually added the tracking code and published the changes in BE
- Check if you added the correct Measurement ID
- Check if you can find the tracking in the source code
- Check if you can see yourself in Real-time mode
- Check if you can see yourself in debugging mode

No data after 24 hours of the set up — Debugging

Check if you actually added the tracking code and published the changes in BE: open the website, right mouse click and choose 'View Page Source'.



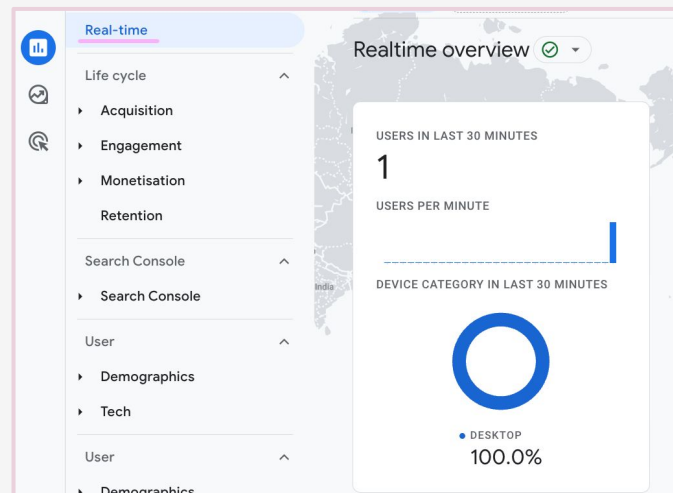
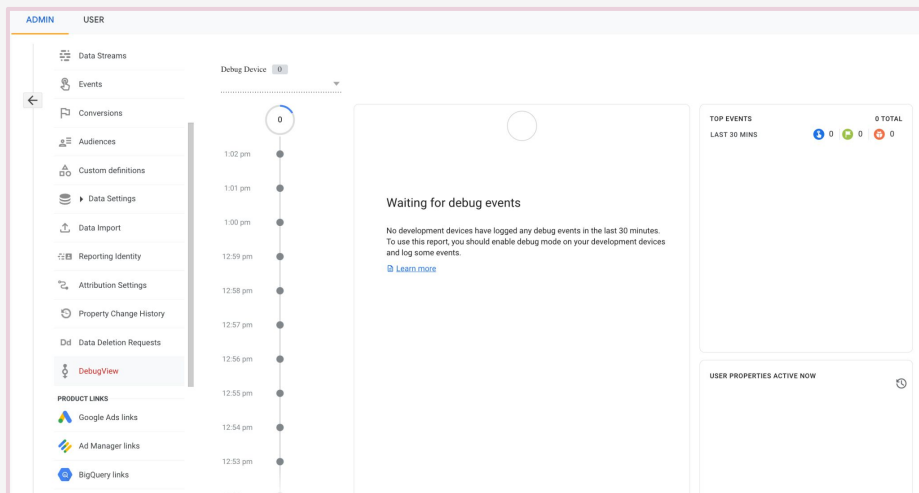
No data after 24 hours of the set up — Debugging

Search for your measurement ID in the code. This way you can understand whether the tracking is implemented or not.

```
58 body{--wp--preset--color--black:#000000;--wp--preset--color--cyan-bluish-gray:#abb0c9;--wp--preset--color--dark--neutral:#1a202c;--wp--
59 .wp-block-navigation a:where((not(.wp-element-button)))<div>{color: inherit;
60 :where(.wp-block-columns.is-layout-flex){gap: 2em;
61 .wp-block-pullquote{font-size: 1.5em;line-height: 1.6;}
62 </style>
63 <link rel='stylesheet' id='contact-form-7-css' href='https://irinakudres.com/wp-content/plugins/contact-form-7/includes/css/styles
64 <link rel='stylesheet' id='neve-style-css' href='https://irinakudres.com/wp-content/themes/neve/style.min.css?ver=2.10.2' type='te
65 <style id='neve-style-inline-css' type='text/css'>
66 .header-menu-sidebar-inner li.menu-item-nav-search { display: none; }
67 .container{ max-width: 748px; } .has-neve-button-color-color{ color: var(--nv-primary-accent)!important; } .has-neve-button-color
68 #content.neve-main .container .alignfull > [class*="__inner-container"],#content.neve-main .alignwide > [class*="__inner-containe
69 </style>
70 <link rel='stylesheet' id='wppb-posts-css-css' href='https://irinakudres.com/wp-content/plugins/wp-pagebuilder/addons/posts/assets
71 <link rel='stylesheet' id='neve-google-font-poppins-css' href='//fonts.googleapis.com/css?family=Poppins3A400%2C800%2C300%2C400%2C500%2C600%2C700%2C800%2C900%2C&display=
72 <script type='text/javascript' src='https://irinakudres.com/wp-includes/js/jquery/jquery.min.js?ver=3.6.1' id='jquery-core-js'></s
73 <script type='text/javascript' src='https://irinakudres.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.3.2' id='jquery-migr
74 <link rel='https://api.w.org/' href='https://irinakudres.com/wp-json/' /><link rel='alternate' type='application/json' href='https
75 <link rel='wlvmanifest' type='application/wlvmanifest+xml' href='https://irinakudres.com/wp-includes/wlvmanifest.xml' />
76 <meta name='generator' content='WordPress 6.1.3' />
77 <link rel='shortlink' href='https://irinakudres.com/' />
78 <link rel='alternate' type='application/json+oembed' href='https://irinakudres.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Firinakudres.com' />
79 <link rel='alternate' type='text/xml+oembed' href='https://irinakudres.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Firinakudres.com' />
80 <!-- Global site tag (gtag.js) - Google Analytics -->
81 <script async src='https://www.googletagmanager.com/gtag/js?id=G-6HV0MWJM67'></script>
82 <script>
83 window.dataLayer = window.dataLayer || [];
84 function gtag(){dataLayer.push(arguments);}
85 gtag('js', new Date());
86
87 gtag('config', 'G-6HV0MWJM67');
88 </script>
89 <!-- Global site tag (gtag.js) - Google Analytics -->
90 <script async src='https://www.googletagmanager.com/gtag/js?id=UA-157162509-1'></script>
91 <script>
```

No data after 24 hours of the set up — Debugging

Check if you can see yourself in Real-time mode or in debugging mode. Do not forget to activate the [Chrome extension](#) for debugging.



Here is what you need to remember

- Use Real-time mode and debugging mode to test implementation
- Wait 24 hours to see the data
- Change data retention from 2 to 14 months
- One data stream for one website
- One tracking code for one website
- Keep Google Signals off
- Add internal and dev filters

How to navigate the events in GA4

Content: How to navigate the events in GA4

- 3 Types of events
- How to switch on built-in events
- How to create event based on other event
- Where to find event data

3 Types of events

1. **Default events** (page_view, session_starts) — not possible to switch on or off, they are available by default for all properties
2. **Enhancement Measurement/Build-in Events** (click, video_start, scroll) — we can switch them on or off based on the data we would like to collect
3. **New/custom** events based on default / Enhancement Measurement events (example: page_view of the specific page)

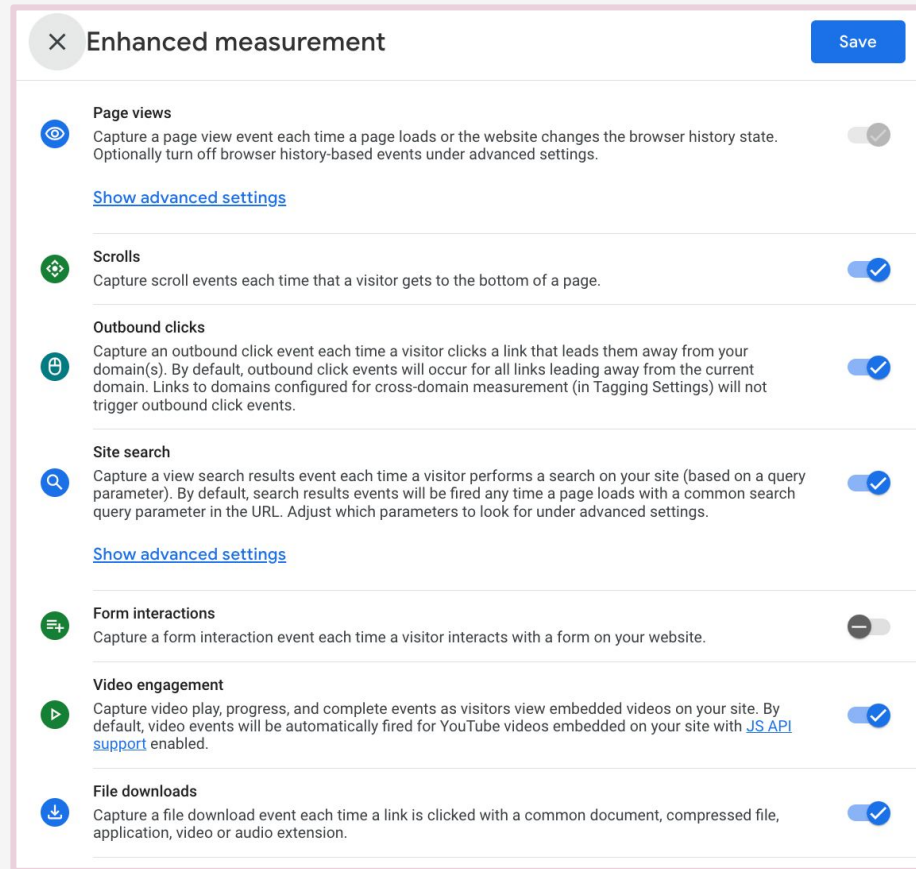
How to create event based on other event

- Naming format: `new_event` (everything lowercase without spaces)
- Available in 24 hours after event happened on the website
- Can be tested with debugview or in real time

Remember to check the built in events first

Check that you have built-in events in Enhancement Measurement ***on** except of Form submission* (which does not work correctly in 80% cases).

[Here is the detailed documentation about events.](#) You need to look only to the 'web' related events.



How to create event based on other event

- Click 'Create event' in the 'Event' Admin section
- Under configuration add event name
- Under Matching conditions:
 - value of the event you would like to use
 - value of the parameter you plan to use

In our example we use default event `page_view` and create new event based on this specifying the concrete page we would like to track.

The event we have created means that we track `page_view` of the 'Thank you' page.

The screenshot displays the 'Create event' interface. At the top, a banner states: 'You can now create and manage custom dimensions and metrics in Custom definitions.' Below this is a table of 'Existing events'.

Event name ↑	Count	% change	Users	% change	Mark as conversion (?)
click	4	0.0%	3	25.0%	<input type="checkbox"/>
first_visit	45	↓ 13.5%	45	↓ 13.5%	<input type="checkbox"/>
page_view	194	↓ 8.9%	46	↓ 23.3%	<input type="checkbox"/>
Pageview	4	-	2	-	<input type="checkbox"/>
scroll	35	↓ 22.2%	19	↓ 13.6%	<input type="checkbox"/>
session_start	80	↓ 4.8%	48	↓ 20.0%	<input type="checkbox"/>
work_together_click	2	↑ 100.0%	1	↑ 0.0%	<input type="checkbox"/>

Below the table is the 'Create events' form. It includes a 'Configuration' section with a 'Custom event name' field containing 'new_event'. The 'Matching conditions' section allows creating a custom event when another event matches ALL of the following conditions:

- Parameter: `event_name`, Operator: `equals`, Value: `page_view`
- Parameter: `page_location`, Operator: `contains`, Value: `/thank-you/`

Each condition has a radio button to select it. An 'Add condition' button is at the bottom.

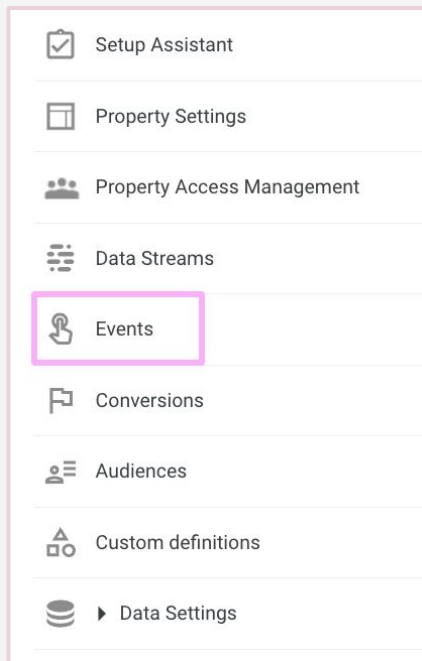
Your links to your tutorial videos

Watch the video: [How to create event based on other events](#)

Regarder la vidéo: [How to create event based on other events FR](#)

Where to find event data

Click 'Admin' —> Click 'Events'



Existing events 🔍					
Event name ↑	Count	% change	Users	% change	Mark as conversion ?
click	4	0.0%	3	25.0%	<input type="checkbox"/>
first_visit	45	↓ 13.5%	45	↓ 13.5%	<input type="checkbox"/>
page_view	194	↓ 8.9%	46	↓ 23.3%	<input type="checkbox"/>
Pageview	4	-	2	-	<input type="checkbox"/>
scroll	35	↓ 22.2%	19	↓ 13.6%	<input type="checkbox"/>
session_start	80	↓ 4.8%	48	↓ 20.0%	<input type="checkbox"/>
work_together_click	2	↑ 100.0%	1	↑ 0.0%	<input type="checkbox"/>

Mark Event As A Conversion

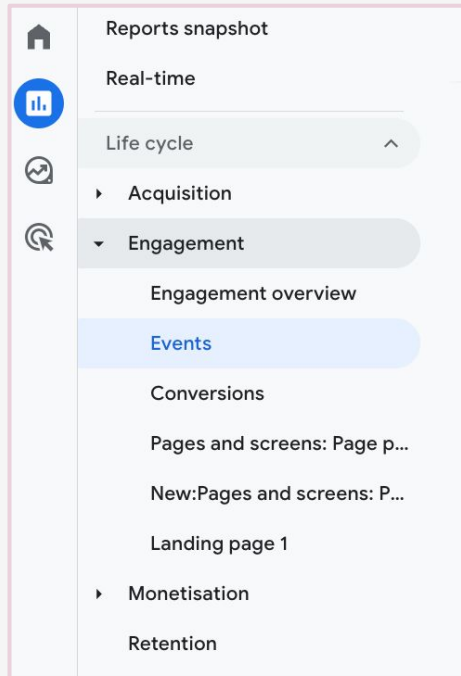
Click Admin —> Click 'Events'. Click 'Mark as conversion' the chosen event.
The data will be updated in 24 hours.

Existing events					🔍
Event name ↑	Count	% change	Users	% change	Mark as conversion ⓘ
click	4	0.0%	3	25.0%	<input type="checkbox"/>
first_visit	45	↓ 13.5%	45	↓ 13.5%	<input type="checkbox"/>
page_view	194	↓ 8.9%	46	↓ 23.3%	<input type="checkbox"/>
Pageview	4	-	2	-	<input type="checkbox"/>
scroll	35	↓ 22.2%	19	↓ 13.6%	<input type="checkbox"/>
session_start	80	↓ 4.8%	48	↓ 20.0%	<input type="checkbox"/>
work_together_click	2	↑ 100.0%	1	↑ 0.0%	<input type="checkbox"/>

Existing events					🔍	📄
Event name ↑	Count	% change	Users	% change	Mark as conversion ⓘ	
click	6	↑ 50.0%	3	↑ 25.0%	<input type="checkbox"/>	
first_visit	50	↓ 12.3%	50	↓ 12.3%	<input type="checkbox"/>	
page_view	256	↑ 25.5%	52	↑ 14.8%	<input type="checkbox"/>	
Pageview	6	-	2	-	<input type="checkbox"/>	
scroll	56	↑ 75.0%	22	↑ 4.8%	<input type="checkbox"/>	
session_start	84	↓ 4.5%	54	↓ 12.9%	<input type="checkbox"/>	
work_together_click	3	↑ 200.0%	2	↑ 100.0%	<input checked="" type="checkbox"/>	👉

Where to find event data

Check that you have data about these events in Reports. Go to 'Reports'
—>Engagement —> Events



Event name		↓ Event count	Total users
		382	51
		100% of total	100% of total
1	page_view	176	49
2	session_start	76	51
3	first_visit	47	47
4	user_engagement	45	20
5	scroll	29	17
6	click	4	3
7	work_together_click	3	2

Where to find event data

Check that you have data about these events in Reports. Go to 'Reports'
—>Engagement —> Page and screens

Page path and screen class ▾		↓ Views	Users	Views per user	Average engagement time	↓ Event count
						All events ▾
		176	51	3.45	0m 25s	382
		100% of total	100% of total	Avg 0%	Avg 0%	100% of total
1	/	57	16	3.56	0m 12s	126
2	/google-analytics-4-starter-guide/	29	13	2.23	0m 48s	68
3	/analytics/	16	4	4.00	0m 47s	32
4	/about-me/	14	7	2.00	0m 07s	27
5	/contact/	14	7	2.00	0m 00s	31
6	/universal-analytics-vs-google-analytics-4/	14	5	2.80	0m 32s	32
7	/privacy-policy/	10	5	2.00	0m 00s	20
8	/seo-services/	10	2	5.00	0m 06s	17

Your links to your tutorial videos

Watch the video: [How to find event data in GA4](#)

Regarder la vidéo: [How to find event data in GA4 FR](#)

Custom dimensions of the events

For build-in event we have custom dimensions (=additional information) about event.

For example: for file_download from Enhancement Measurement we can check data about file_extension (pdf); file_name (New report 2023) or link_domain (www.reports23.com/name-of-the-file.pdf).

file_download (web)	<p>when a user clicks a link leading to a file (with a common file extension) of the following types:</p> <ul style="list-style-type: none">• document• text• executable• presentation• compressed file• video• audio <p>This event is collected by default via enhanced measurement. See the file extensions that trigger the event</p>	file_extension, file_name link_classes, link_domain, link_id, link_text, link_url
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Here is what you need to remember

- We have data by default about (default) events
- We can switch 'on' or 'off' events from Enhancement Measurement
- We need 24 hours after the event happened to see the data in GA4
- We can use build-in/default events to create new events based on them
- There are custom dimensions available for build-in events which we can use in the reports

Thank you

See you on **June 27 for webinar 2**
about custom reports in GA4.

In the coming days we will send you
a [short questionnaire](#) to finalise
webinar 2.

[Irina](#) & [Isaline](#)
