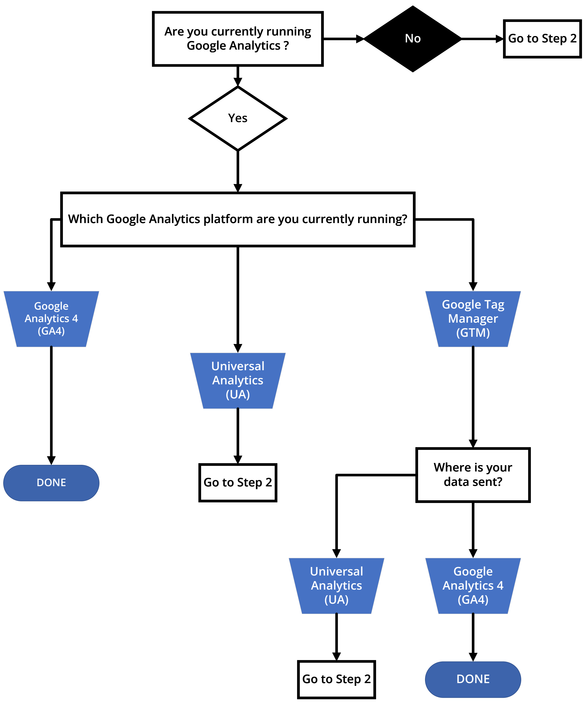
# GOOGLE ANALYTICS 4 (GA4) DECISION TREE

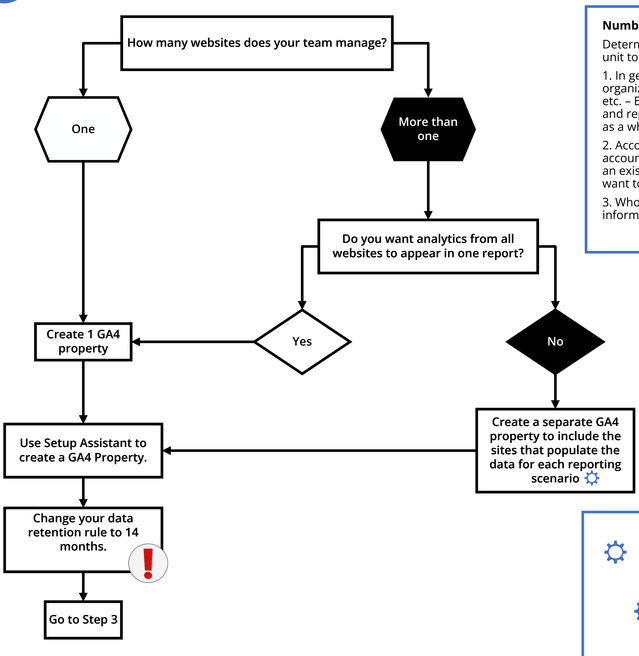
Google is asking users of its Universal Analytics web analytics solution to migrate to a completely new platform called Google Analytics 4 (GA4). Beginning July 1, 2023 all Universal Analytics properties will stop processing new hits. In order to ensure a seamless transition, it is recommended that website managers review Google's official migration guide to consider what changes they may need to make to their sites in order to continue collecting web analytics data. In addition to the official migration guide from Google, following is a flowchart and considerations for University of Illinois website operators. These documents are subject to change as Google is still releasing improvements to the GA4 platform.

## 1 Verify GA4 Readiness




**Best Practice**: We highly recommend working with your IT team to create a group/unit email account with the illinois.edu domain as the "owner" of your GA4 account to future-proof access. Individuals can be granted access as well, but that administrator account is crucial.

## 2 Set up GA4 Properties and Data Stream

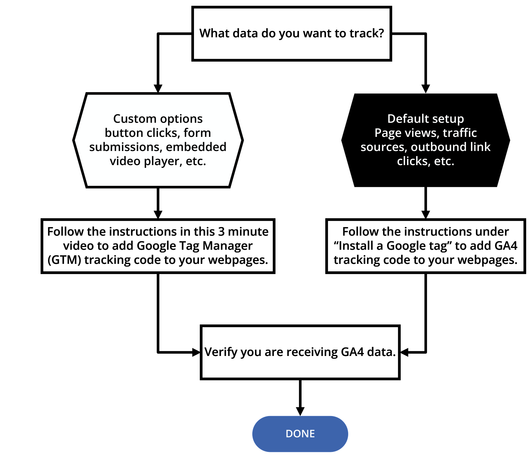



**Number of accounts to create?**

Determining the number of accounts to create may differ from unit to unit, consider this:

1. In general a university is made up of many unique organizations – colleges, administrative offices, media offices, etc. – Each of these unique organizations has its own structure and reporting needs separate from each other and the University as a whole and should have its own GA4 account.
2. Account limitations: One email address is limited to 100 accounts. Each account is limited to 100 properties. If you have an existing GA structure that is approaching these limits, you will want to create more than one account when implementing GA4.
3. Who within your organization needs access to the data? More information: Google Analytics Hierarchy.

## 3 Install Tracking Code on Your Website




Reporting scenarios can differ greatly from unit to unit, but here are a few options to consider to suit your reporting needs:

- Create one property for all sites and use a visualization tool like Looker Studio to create dashboards for different audiences.
- Create one property for each site or the sites whose data you want to see in the same report.
- Create one property for all the sites in a multi-site environment and also a separate property for each individual site. When doing this, implement the tracking code from the overall site property as well as the tracking code of its own individual site property:

| Property for multi-site | Property for site 1 in your multi-site | Property for site 2 in your multi-site |
|---|---|---|
| <Multi-site code> | <site 1 code> | <site 2 code> |
| <multi-site tracking code> | <multi-site tracking code> | <multi-site tracking code> |
| | <site 1 tracking code> | <site 2 tracking code> |