

CHECKLIST

GA4 Migration Checklist

Ready to migrate your analytics? Here are the steps you need to take to successfully make the switch from UA to GA4.

Create Your GA4 Property

1. In Google Analytics, click “Admin.”
2. In the “Account” column, make sure that your desired account is selected.
3. In the “Property” column, select the Universal Analytics property that currently collects data for your website.
4. In the “Property” column, click “GA4 Setup Assistant” (it’s the first option).
5. Click “Get started” under “I want to create a new Google Analytics 4 property.”
6. In the “Create a new Google Analytics 4 property” pop-up screen, you’ll have one of the following options, depending on how your site is currently tagged:
 - Click “Create and continue” to set up a Google tag page (step 7).
 - Click “Create property” to reuse your existing Universal Analytics tagging for your GA4 property.
7. On the “Set up a Google tag page,” select the option that best describes your situation and follow the instructions to finish creating your new GA4 property.

Add a GA4 Configuration Tag to Your Site

Create a Google Analytics GA4 Configuration tag to send data to your Analytics property.

1. In Google Tag Manager, click “Tags” > “New.”
2. Enter a name for the tag at the top (e.g., “GA4 Configuration – example.com”).
3. In the “Tag Configuration” box, select “Google Analytics: GA4 Configuration.”
4. Configure your tag:
 - In the field “Measurement ID,” enter your “G-” ID.
 - Keep the “Send a page view event when this configuration loads” option checked to automatically send page view events.
5. Open the Google Tag Manager container that you’ve installed on your site and add your GA4 Configuration tag.

Migrate Your Events from UA to GA4

1. For existing events, look for the matching enhanced measurement event.
 - If you find a matching event, you should not recreate a new event.
 - Add the “send to” parameter to send the events only to your UA property implementation and not to your GA4 property.
 - If no matching enhance measurement event exists, proceed to step 2.
2. Look for a matching automatically collected event.
 - If you find a matching event, you should not create a new event.
 - Add the “send to” parameter to send the event only to your UA property implementation and not to your GA4 property.
 - If no matching automatically collected event exists, proceed to step 3.
3. Look for a matching recommended event. Implement your tagging to trigger the recommended event.
4. Finally, if you cannot find a suitable equivalent event, create your own custom event.

Contact us to help you transition from UA to GA4 today.

success@sagefrog.com | (215) 230 9024 | sagefrog.com

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