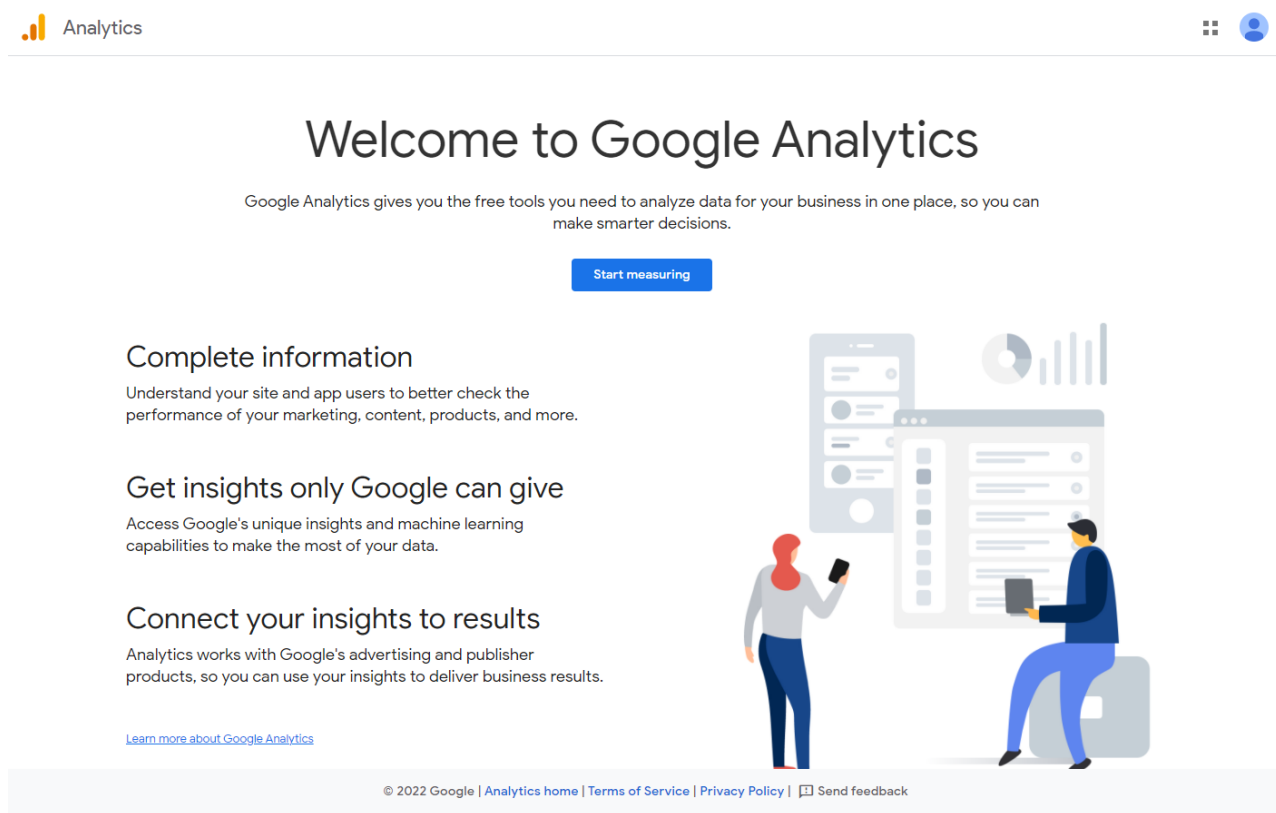


# Google Analytics 4 for WCM

## Set up a Google Analytics 4 property

1. Log in to the Google Account that will be managing your Google Analytics.
2. Go to [analytics.google.com](https://analytics.google.com) and click **Start Measuring**.



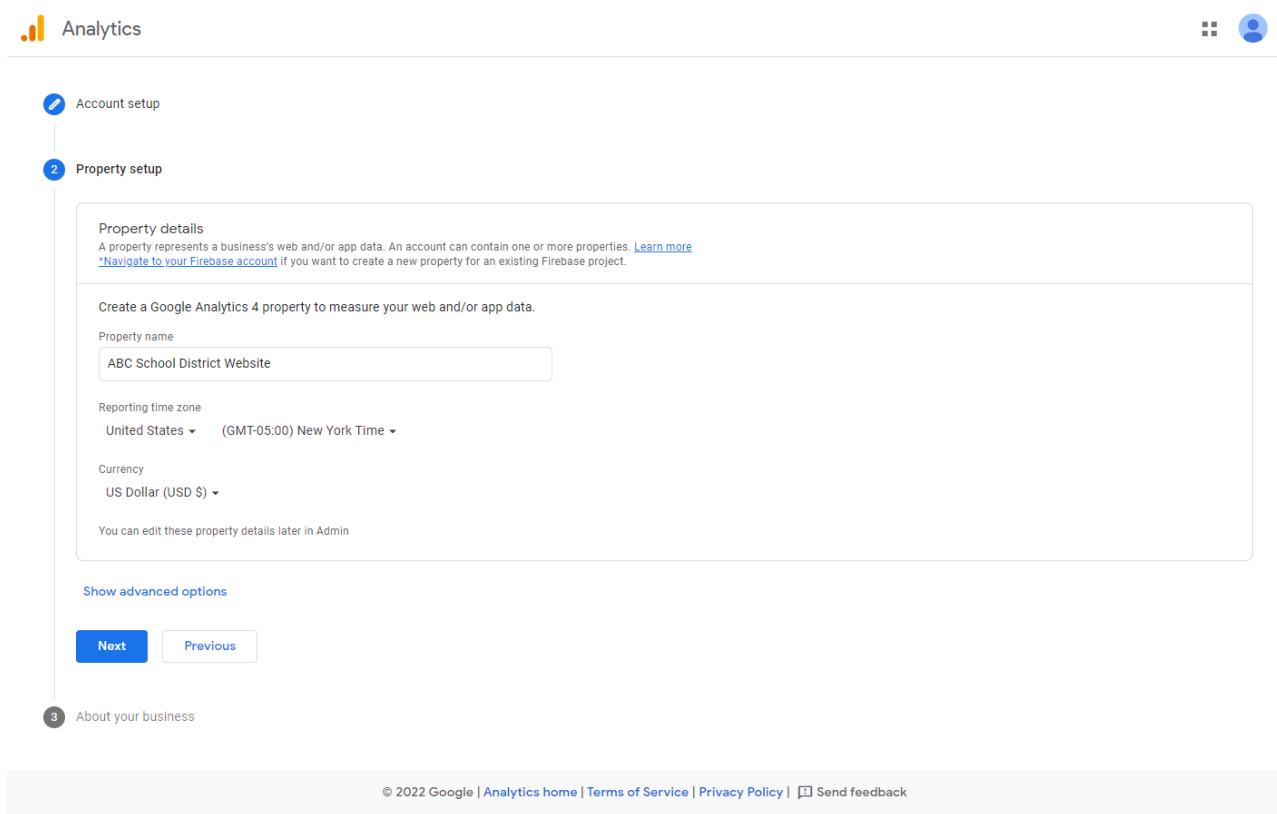
### 3. Account setup.

- a. Enter a name for your account. Your district name works well.
- b. Leave the checkboxes as they are, scroll to the bottom and click **Next**.

The screenshot displays the Google Analytics account setup interface. At the top left, the Google Analytics logo and name are visible. A progress indicator shows '1 Account setup' and '2 Property setup'. The main content area is titled 'Account details' and contains a form for 'Account name (Required)'. The text 'Accounts can contain more than one tracking ID.' is displayed below the input field, which contains 'ABC School District'. Below this is the 'Account Data Sharing Settings' section, which includes a privacy notice and several checkboxes: 'Google products & services' (unchecked), 'Benchmarking' (checked), 'Technical support' (checked), and 'Account specialists' (checked). A 'Next' button is located at the bottom of the form. The footer contains copyright information for 2022 Google and links to Analytics home, Terms of Service, Privacy Policy, and Send feedback.

4. **Property setup.**

- a. Enter a property name. Your district name plus “website” works well.
- b. Select the correct time zone.
- c. Click **Next** at the bottom.



5. **About your business.**

- a. Select your industry category (likely Jobs & Education).
- b. Select the appropriate business size depending on the number of employees in your district.
- c. For intended use, districts typically select the first two--*Measure customer engagement* and *Optimize my site or app experience*.
- d. Click **Create**.

Analytics

3 About your business

Business information

Help us tailor your experience by answering the following.

Industry category  
Jobs & Education ▾

Business size

- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

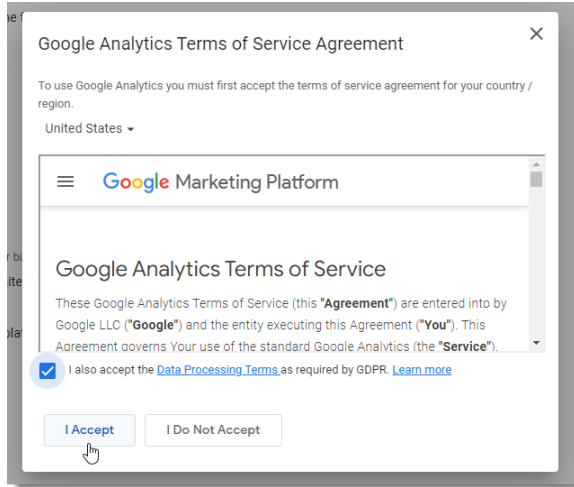
- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales
- Measure app installs
- Measure lead generation
- Other

Create Previous

© 2022 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

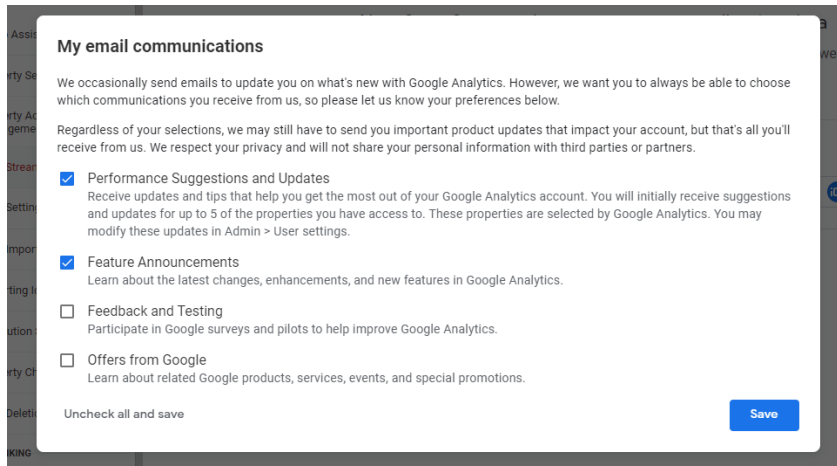
6. **Terms of Service pop-up.**

- a. Check the box and click **I Accept**.



7. **Email communications pop-up.**

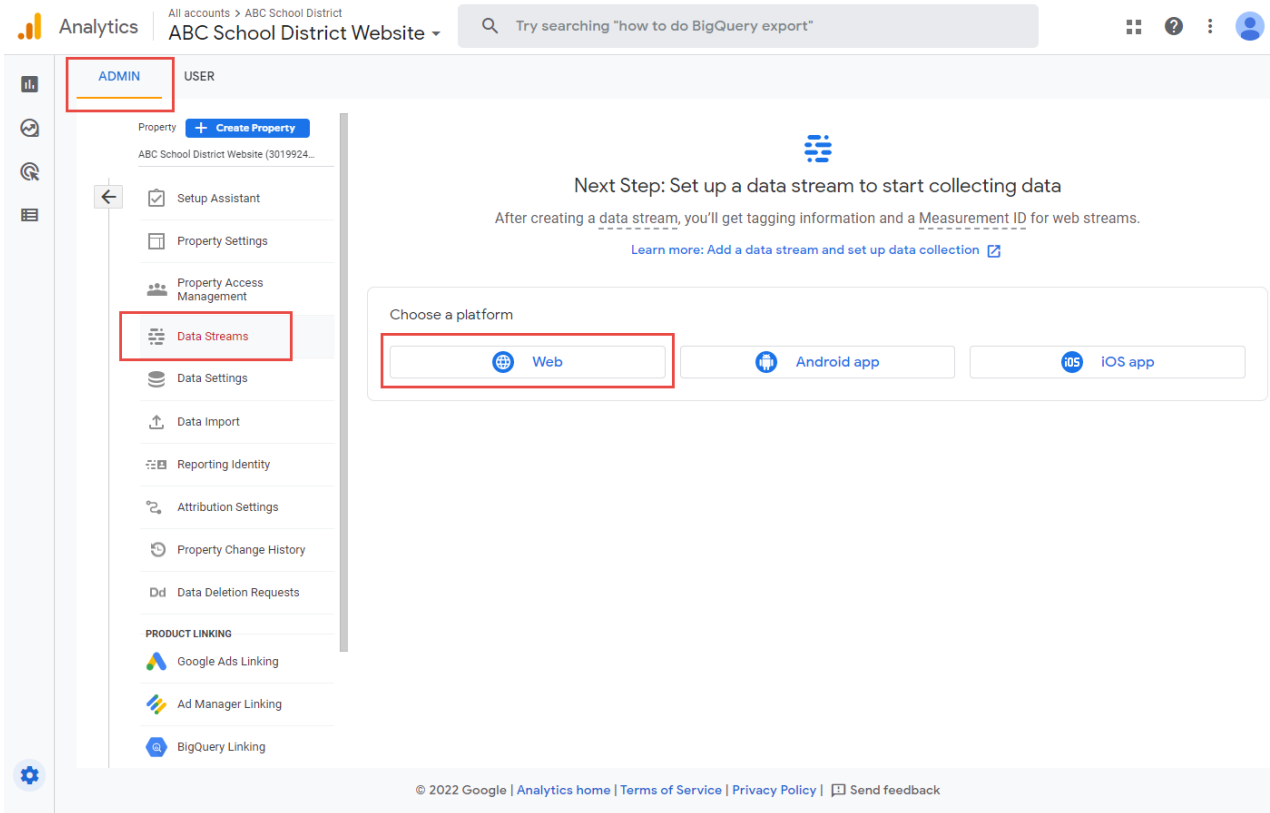
- a. Select the topics you wish to be emailed about. At least the first two are recommended.
- b. Click **Save**.



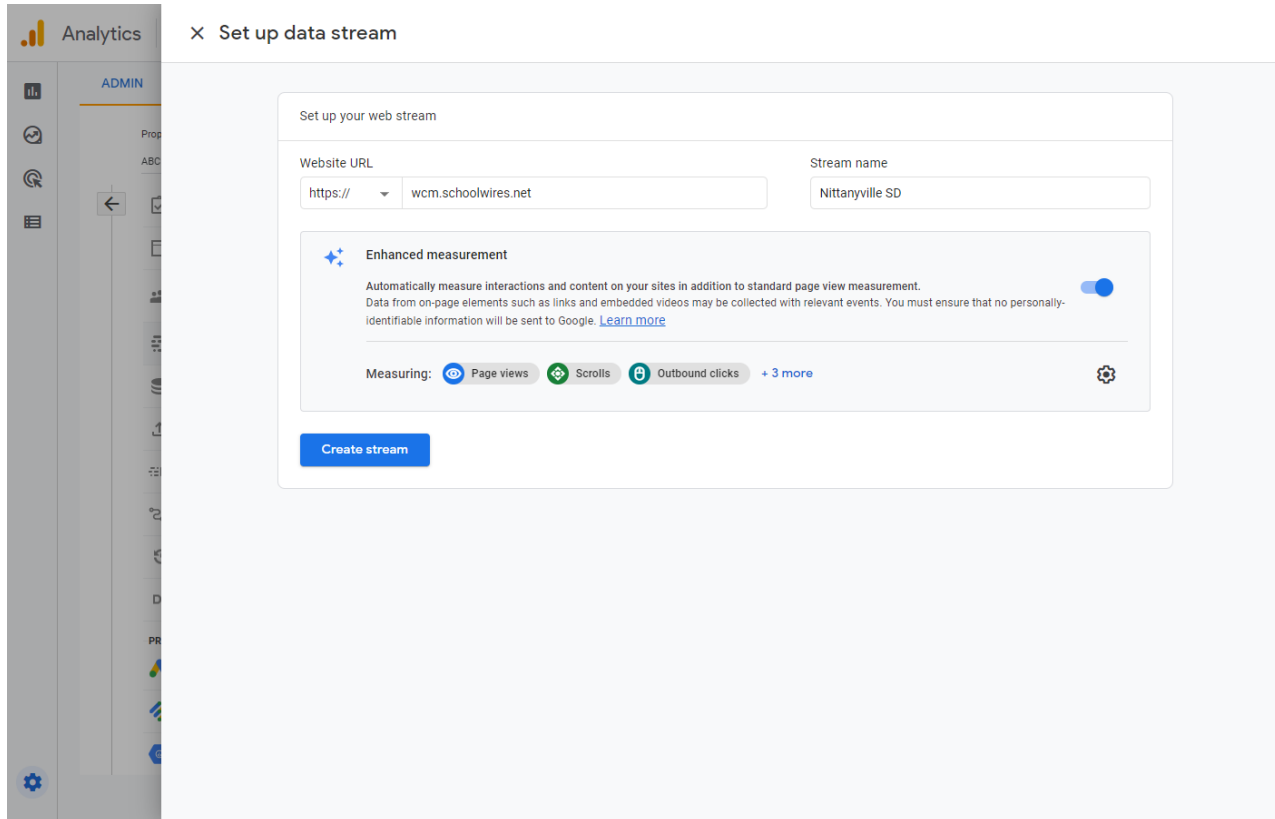
- c. Your analytics property is created, and you should be dropped off under Admin > Data Streams.

## Set up a Data Stream

1. If you are not already there, navigate to Admin > Data Streams. Click **Web**.

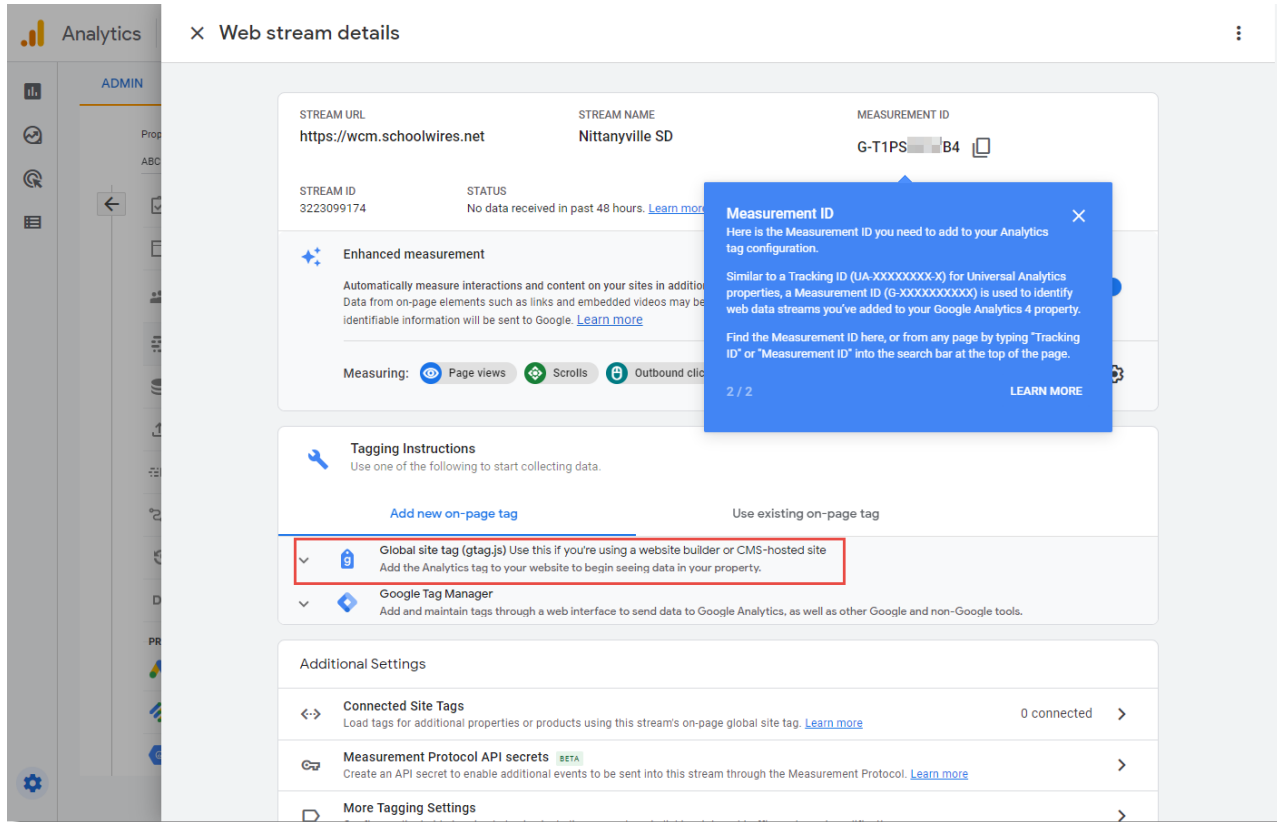


- a. Enter your website domain, and a name for the stream such as your district name.
- b. Leave Enhanced measurement enabled.
- c. Click **Create stream**.



2. Web stream details.

- a. A slide-out displays your stream details, including Tagging Instructions. Click to expand **Global site tag**.





b. Copy the code that displays.

**Tagging Instructions**  
Use one of the following to start collecting data.

**Add new on-page tag** | Use existing on-page tag

**Global site tag (gtag.js)** Use this if you're using a website builder or CMS-hosted site  
Add the Analytics tag to your website to begin seeing data in your property.

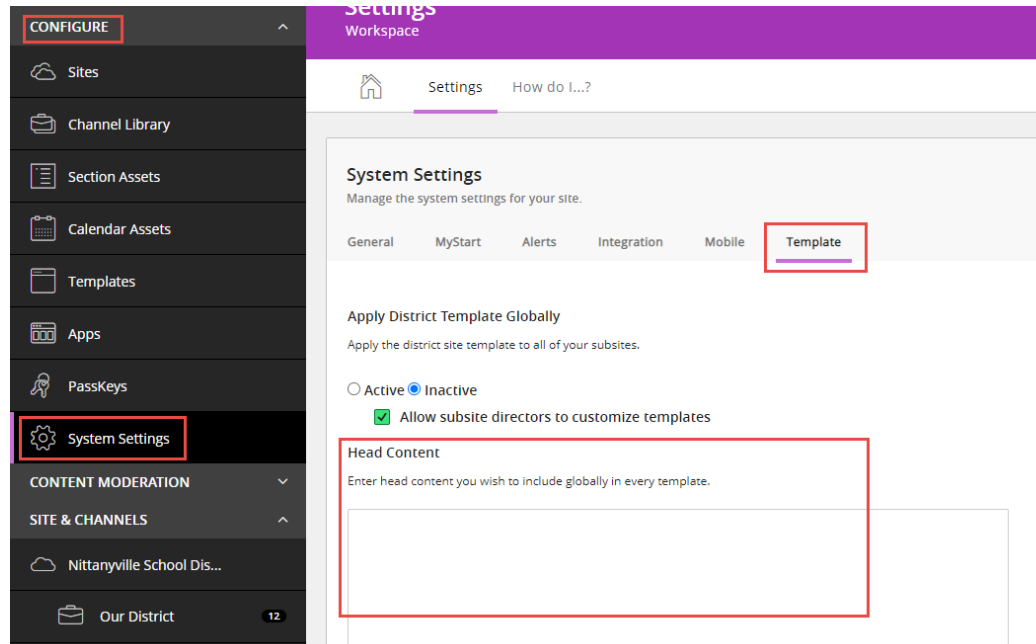
Copy the global site tag into the **<head>** section of your HTML. Or, if you use a website builder (such as GoDaddy, Shopify, or others), tag your website using [these instructions](#).

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-T1[REDACTED]"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

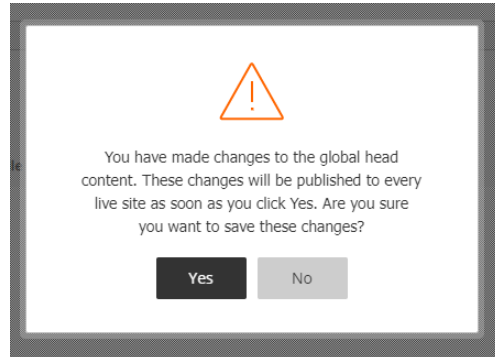
  gtag('config', 'G-T1PSC27VB4');
</script>
```

## Add Analytics code to WCM

1. Log in to your Web Community Manager site. Open Site Manager, and navigate to Configure > System Settings > Template tab and find the **Head Content** box.



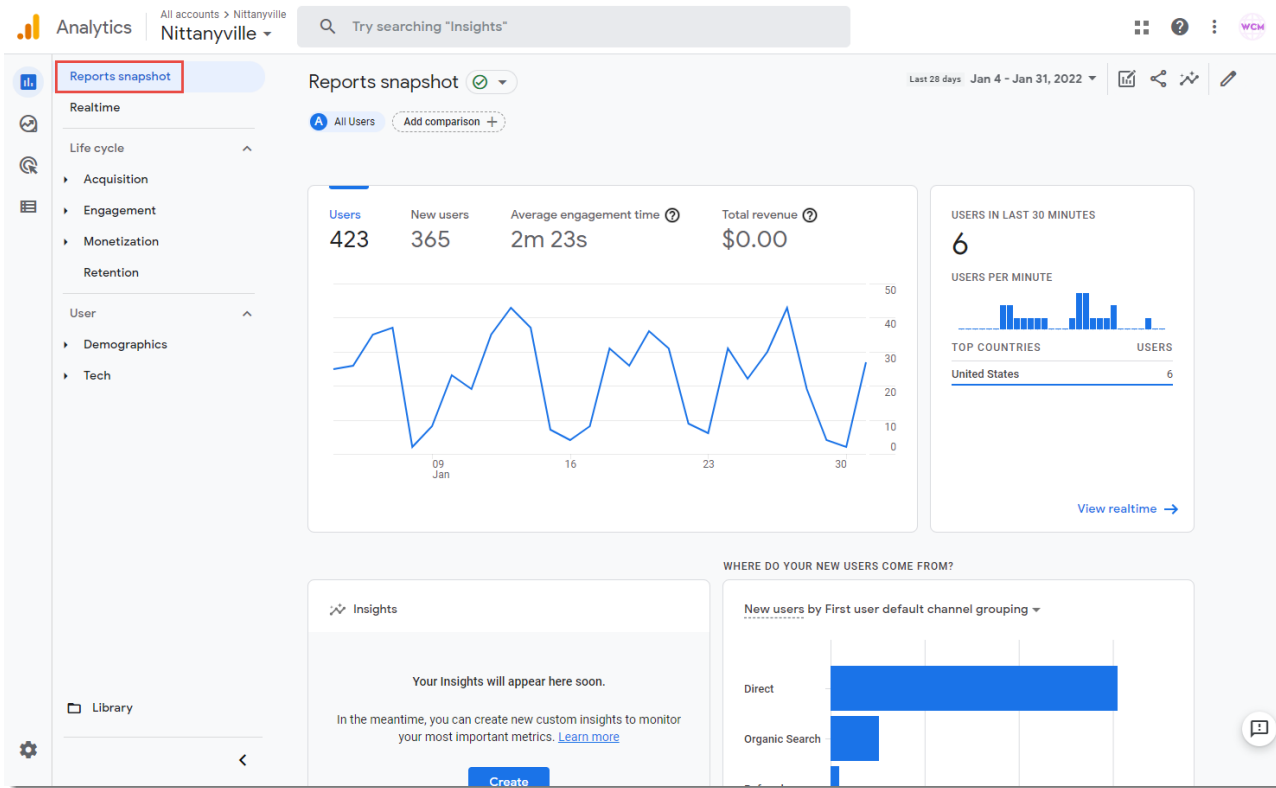
2. Either above or below anything already in the box, paste the code that you copied.
3. Click **Save**, and **Yes** on the pop-up.



4. You will need to wait at least a week to allow Google to compile data about your website visitors.

# Interpreting Google Analytics

1. Go to [analytics.google.com](https://analytics.google.com). It should drop you off at Reports Snapshot. If not, click **Reports Snapshot** in the top left corner.



2. Notice that the data presented is for the last 28 days by default. You can change the timeframe by using the dropdown in the top right corner. Don't forget to click **Apply**.

The image shows a dashboard interface with a search bar at the top containing "Try searching 'insights'". Below the search bar is a "Reports snapshot" section with a dropdown menu currently set to "Last 28 days Jan 4 - Jan 31, 2022". The dashboard displays several metrics: "Users" (423), "New users" (365), "Average engagement time" (2m 23s), and "Total revenue" (\$0.00). There are also two charts: "USERS IN LAST 30 MINUTES" showing a value of 6, and "USERS PER MINUTE" showing a bar chart. A "TOP COUNTRIES" section lists "United States" with 6 users. At the bottom, there is an "Insights" section with a message "Your insights will appear here soon." and a "WHERE DO YOUR NEW USERS COME FROM?" section showing "New users by First user default channel grouping" with a bar chart for "Direct".

On the right side, a dropdown menu is open, showing various timeframes: "Today", "Yesterday", "This week", "Last week", "Last 7 days", "Last 28 days" (selected with a checkmark), "Last 30 days", "Last 90 days", "Last 12 months", "Last calendar year", "This year (Jan - Today)", "Custom", and "Compare". Below these options is a calendar view for "LAST 28 DAYS" from "Jan 4, 2022" to "Jan 31, 2022". The calendar shows days from 1 to 31, with the 4th of January highlighted. At the bottom of the dropdown menu are "Cancel" and "Apply" buttons, with the "Apply" button highlighted by a red box.

3. Scroll down to *Which pages and screens get the most views?* Here you will see your top 7 hits. Click **View pages and screens** at the bottom of that module to view more.

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

| PAGE TITLE AND SCREEN...                        | VIEWS |
|---|-------|
| <a href="#">App Examples / About Teacher</a>    | 389   |
| <a href="#">Nittanyville S...ict / Homepage</a> | 303   |
| <a href="#">Accessibility ...ning Resources</a> | 148   |
| <a href="#">Accessibility ...ility Training</a> | 94    |
| <a href="#">Comparing Apps / Text</a>           | 80    |
| <a href="#">App Examples / ...ent Accordion</a> | 73    |
| <a href="#">App Examples / Alert App</a>        | 67    |

[View pages and screens →](#)

4. The page title displays by default, but if you prefer to see the relative URL, select *Page path* in the dropdown directly under Search.

Search... Rows per page: 10 Go to: 1 < 1-10 of 253 >

| Search                                    | + Views       | Users         | New users     | Views per user | Average engagement time |
|---|---------------|---------------|---------------|----------------|-------------------------|
| Page title and screen class               |               |               |               |                |                         |
| Page path + query string and screen class | 3,220         | 423           | 365           | 7.61           | 2m 2s                   |
| Page title and screen name                | 100% of total | 100% of total | 100% of total | Avg 0%         | Avg 0%                  |
| Content group                             | 389           | 185           | 131           | 2.10           | 0m 2s                   |
| 2 Nittanyville School District / Homepage | 303           | 81            | 35            | 3.74           | 1m 0s                   |

5. You can adjust how many rows display, scroll through the list, jump to a particular page of the list, or click on a column header to sort by that field.

6. Another key metric Google tracks is whether website visitors are using a desktop or a mobile device. You can locate this information under Tech > Tech overview.

The screenshot displays the Google Analytics 'Tech overview' interface. On the left, a navigation menu includes 'User', 'Demographics', 'Tech', 'Tech overview', and 'Tech details'. The main content area is divided into two panels. The left panel, titled 'Users by Operating system', shows a table with the following data:

| OPERATING SYSTEM | USERS |
|------------------|-------|
| Windows          | 784   |
| Macintosh        | 261   |
| iOS              | 164   |
| Android          | 65    |
| Chrome OS        | 37    |
| Linux            | 9     |

The right panel, titled 'Users by Platform / device category', shows a table with the following data:

| PLATFORM / DEVICE CATEGORY | USERS |
|----------------------------|-------|
| web / desktop              | 1.1K  |
| web / mobile               | 221   |
| web / tablet               | 8     |

Both tables include a 'View' link at the bottom right of their respective panels.