

From UA to GA4: 8 Steps to Make the Switch

In March 2022, Google made a surprise announcement that they were sunsetting Universal Analytics and forcing all users to transition to Google Analytics 4 (GA4). Learn more about this massive change at [Rivetica.com/blog](https://rivetica.com/blog) and follow the checklist below to help your organization successfully make the move.

1

Create a Google Analytics 4 property within your existing Google account right away, and make sure it's collecting data. (If you wait until July 1, 2023, you won't have data for historical comparison.)

2

Configure GA4 for your organization.

Set up reports, event tracking, and conversion tracking. Update any application programming interfaces (APIs) or other integrations, such as Data Studio reports.

3

Set deadlines and benchmarks. Your organization should be fully utilizing Google Analytics 4 well ahead of the July 2023 deadline, so schedule and delegate accordingly with your team.

4

Assign a subject matter expert who will be responsible for the transition to GA4, and ensure the topic is on the agenda for regular team meetings.

5

Set up a Google Alert for any new content related to GA4 and privacy laws in different regions. What exactly do the laws require? When and how will they be enforced? How will they influence your organization? What do they indicate about public perceptions regarding online privacy?

6

Audit the digital tools your marketing team uses.

How do these tools collect personal data? Are you using any of them in ways that violate privacy laws in some regions?

7

Review your website's privacy policy. Is the information about how you collect and use personal data up to date? Does it provide visitors with clear instructions for opting out of each of the platforms you use? (Be sure to check tools that agencies or contractors may use on your behalf.)

8

Check your email lists. Make sure each one requires a double opt-in. Also consider having users opt in for all tracking when they visit your website.

When it comes to major transitions like this one, you may find that you need additional support.

Reach out to discuss how our team can help.