



U P G R A D I N G T O

**G O O G L E**

**A N A L Y T I C S 4**

---

WEB ADMIN INSTRUCTIONS

# MIGRATION CHECKLIST—JUNE 2022

---

- Create a Google Analytics 4 property using the GA4 setup assistant Very Low Effort
- Create data stream(s) & Enable data collection Very Low Effort
- Activate Google Signals Very Low Effort
- Link to Google Ads, Search, Console, & Merchant Center Low Effort
- Set data collection & attribution settings Low Effort
- Map custom events Effort Varies
- Migrate goals and conversions Medium Effort
- Migrate audiences Medium Effort
- Migrate ecommerce measurement High Effort
- Consider channel groupings & UTM tagging; revise where necessary Medium Effort

[Use the Google Analytics 4 Guide here](#)



# CHANNEL GROUPING & UTM TAGS

---

With the new GA4, channel groupings are now automatically configured and cannot be adjusted, which means you need to follow a disciplined approach to UTM tagging.

The area this will most commonly impact is the Paid Social channel. Here is the default for Paid Social:

*Source matches regex `^(internal list of social sites)$`*

AND

*Medium matches regex `^(cpc/ppc/paid)$`*

This means, if you are using anything else to tag your social ads medium, it will not pull into this channel grouping. We suggest revising your UTM tags where needed as part of your migration plan.

[See how GA4 classifies your traffic here](#)

