

## Adding New Users to Your Google Analytics Account

Before you can access any of your company's reports in the new GA4 module, you will need to be added as a user with at least a Viewer role on the account. You can get this access for yourself or any of your employees by contacting Blue Fire Media with the name(s) and email address(es) of the people you would like to have access, and the level of access you want those people to have:

- Administrator – has full control of the account, including adding and deleting users
- Editor – can edit data and settings, but cannot manage users
- Viewer – can view report data and the settings, but cannot change them

\*Note: any user in your company with the Administrator role can add users, as well.

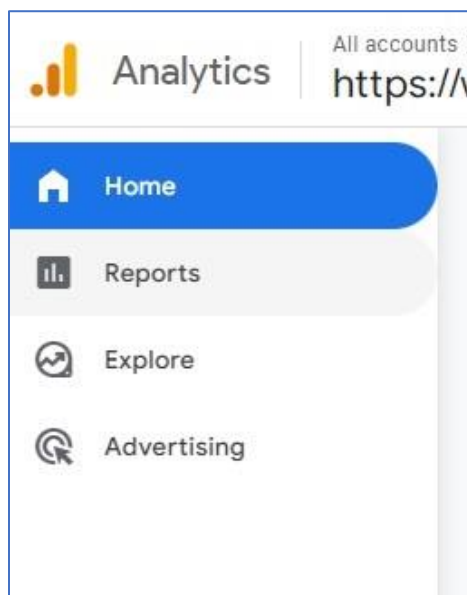
There are also Marketer and Analysts roles available for those wanting more in-depth reports, but for basic reporting, the Administrator, Editor, and Viewer roles will suffice. Once a new user is submitted into the GA4 system, that user will receive a verification email with instructions on how to log into the account and begin viewing reports.

## Logging into the GA4 Module

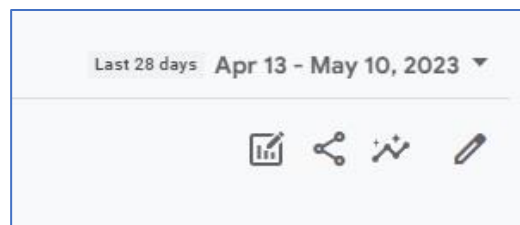
Start by going to <https://analytics.google.com/analytics/web/#/provision>. If you are already logged into your gmail account, you should see the Home page for the analytics account; otherwise, you may be prompted to enter your username and password.

## Viewing Reports in the GA4 Module

Once you have accessed the account, you will notice 4 icons on the left hand side of the screen.

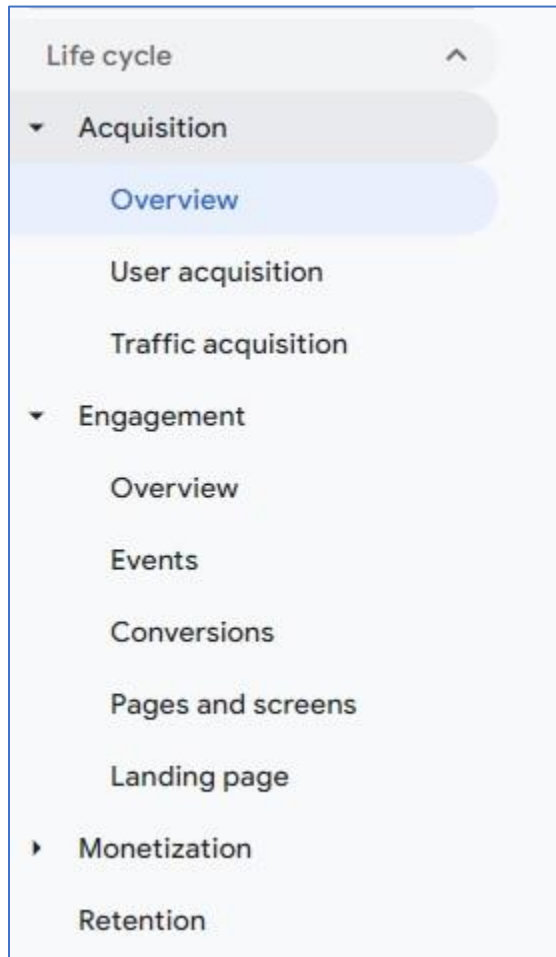


Click on the Reports Icon to open up the Reports Snapshot page. This page will give you a quick overview of website activity over the last 28 days (default setting). In the upper right corner, you will see a dropdown menu that allows you to change the date range that you can customize to see data from a single day all the way up to an entire year.



Once you are in the reports section, you will see another menu that gives you access to a number of pre-defined reports that Google has made available to all clients.

The first set of available reports appear under Acquisition, which provide information about the users visiting your site, how many of those users are new, and where those users came from. The Acquisition Overview report gives you a full view of users over the specified period of time. The User Acquisition report lets you see how many new users have visited your site, and how they found your site. The Traffic Acquisition provides the same data, but for all traffic to your site for the specified time.



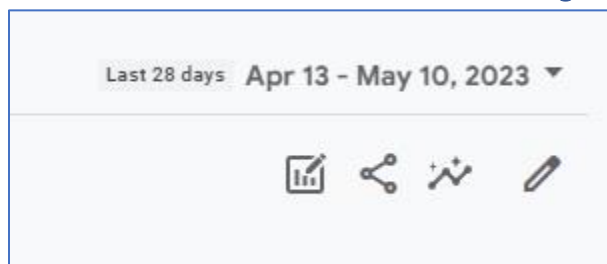
The Engagement Overview report offers data that shows what users are doing when they visit your website by tracking events, which Google defines as any interaction between the user and your website (viewing a page, visiting the site for the first time, clicking on links, etc.). There are reports allowing you to track Events, Conversions\*, Pages and Screens, and Landing Page activity.

Below the Monetization\*\* option, you will find Retention, which provides you with data identifying new and returning users to your site.

\*Conversions are user-defined activities which you deem valuable. For example: a user purchasing something through e-commerce, or submitting a testimonial. There are no Conversions, by default, so you will have to define them for your business. For more details on how to define conversions, click [here](#).

\*\*Monetization is designed for tracking on sites with e-commerce. For more details, click [here](#).

### Sharing Reports in GA4



Below the dropdown field where you can customize the date range for your report, you will notice four icons. The second one is the share icon that will allow you to share reports with other users on the account.\*

\*Note: People without at least a Viewer role with the account will not be able to see these reports in full.

You can share reports in one of two ways:

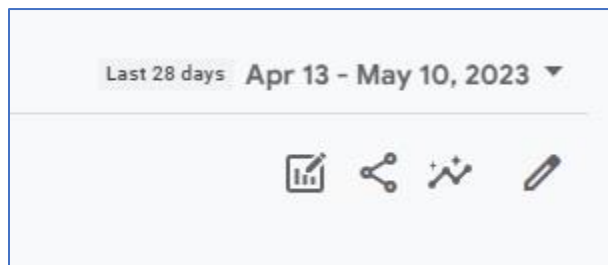
- **Share Link** – this will provide you with a link that you can copy and share with any of the other users with appropriate permissions.
- **Download File** – this will allow you to download the report as a PDF\*\*, or as a CSV\*\*\*, viewable in Excel.

\*\*Note: The PDF created will only show one page worth of data, so the entire report will not print out completely, as any data or graphics that would normally run over to a second page, will be cut off. There will be a link to view the full report at the top right of the PDF, but again, only users with the correct permissions will be able to view the reports by clicking the link.

\*\*\*Note: The CSV file will contain all of the raw data, but none of the charts or other graphics. However, this is the best way to provide data to people who do not have user accounts in the GA4 module.

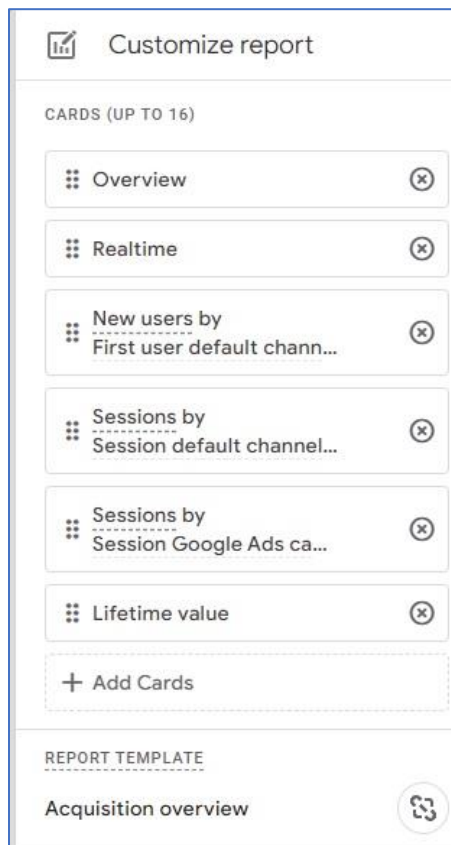
### Customize Reports in GA4

The GA4 Module offers the ability to customize reports, allowing you to remove irrelevant data or add new fields, to keep all the data you want/need in one spot.



Open up whichever type of report you wish to customize, then click on the Edit icon below the date range dropdown (4<sup>th</sup> Icon).

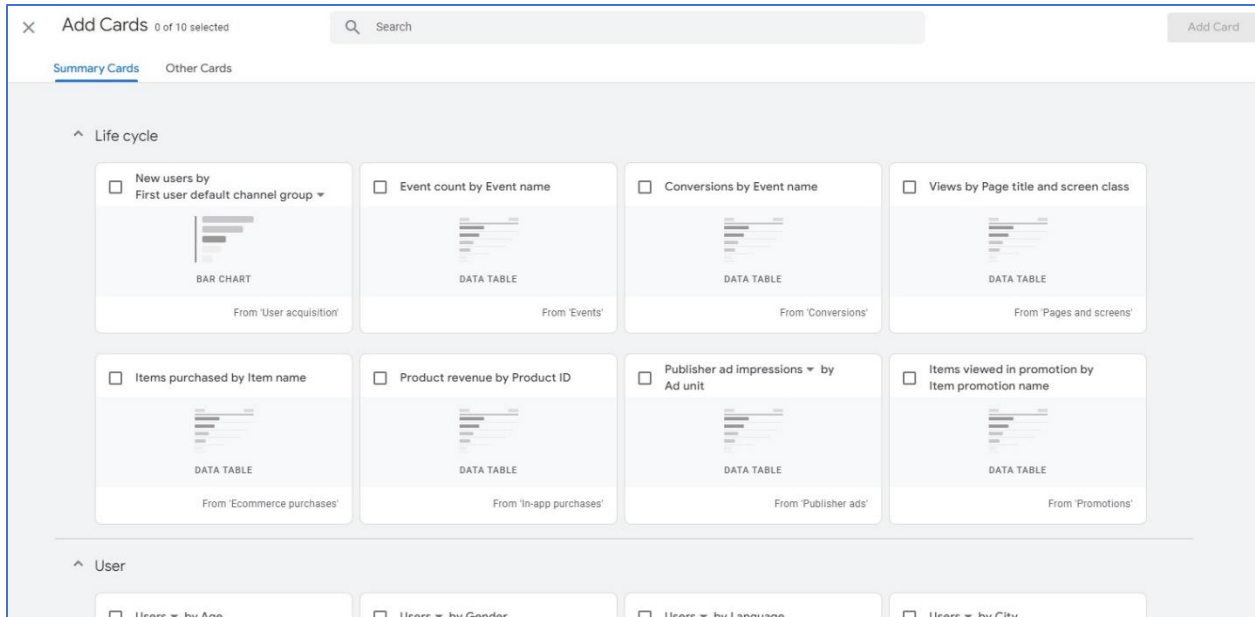
From there, you will see a new Customize Report menu on the right hand side.



You will see a list of Cards, which are pre-defined data sets used in these reports. You can delete any of these cards by simply clicking on the circled x. If you want to arrange the cards in a different order, you can simply drag your mouse icon over the card you want to move, click and hold the left mouse button, then drag and drop the card in the right spot, much like you would drag and drop files in Windows.

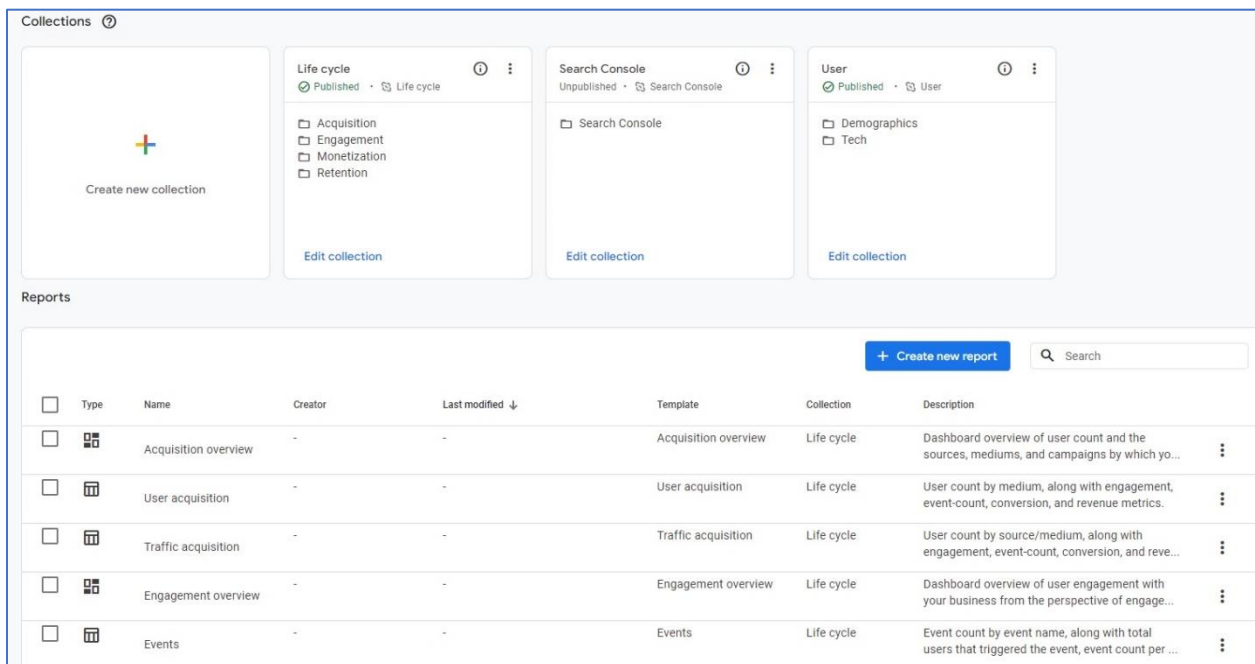
You can also Add Cards to your report, up to 16 total. Click on the + Add Cards link at the bottom of the list, and you will see a new menu of Summary Cards\* (see image on next page) with several pre-defined cards to add to your report. Simply check the box for any of the cards you wish to add, then click on the Add Card button (which will turn blue once you select at least one card). The new cards will now appear in the list of Cards, where you can arrange them in any order you prefer.

\*Note: There is also an Other Cards menu that you can access by clicking on the Other Cards link next to the Summary Cards link that opens by default. The other cards are more specific data options that may not be useful for all clients.



Once you have your report customized to your liking, you can save the report by clicking the blue Save icon which will appear next to your date range dropdown. You will have the option to either save the changes to the existing report, or save it as a new report, entirely. These reports can be accessed through your Library. The link to your Library appears at the bottom of the page, under the menu list of Reports.

The Library page will appear like this:



The collections section at the top will allow you to edit which reports appear in your default menu. The Reports section allows you to access every report you have saved, with a search bar included to help you find what you need.

This is merely the tip of the iceberg for what you can do with reports in GA4, but this manual will allow you to access the same data you have been receiving in the automated reports generated in the old Universal Analytics module. As new functionalities become available in GA4, we will keep you, and this manual, updated with any new features that may help you retrieve the data your business needs. In the meantime, feel free to [Contact Us](#) with any questions you may have about this new module, and we will assist you in any way we can.

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