

Google Analytics 4 Upgrade

Google has announced that Universal Analytics will officially retire and stop processing new data on July 1, 2023.

Google Analytics 4 (GA4) will replace Universal Analytics after the official retirement date.

If you wish to continue to collect Google statistics you will need to upgrade to GA4.

What it is

- GA4 account setup
- Update website with new GA4 tag

The Process

- Confirm data collection is active
- Ensure Enhanced Measurement is enabled
- Test data is being collected

Outcomes

- New reports for the tracking website visitation
- The continued collection website data

