

Google Analytics 4

Campus Partner Essentials

University Relations, Digital Marketing & Analytics

What type of reporting is available for my program area?

- General reporting (recommended for most campus partners)
 - The University Relations team developed an interactive dashboard/reporting suite to make it easy for campus partners to view key website metrics and get the most value from GA4. This dashboard is available in Looker Studio – Google’s reporting tool – and connects directly to the campus GA4 property (**UCR Campus (GA4)**).
 - This guide will focus on general reporting in Looker Studio.
- Advanced reporting (recommended for advanced GA users)
 - If your program area set up custom tracking using GTM, you may want to access and build other reports directly in the Google Analytics platform. You can view the process documentation and/or job aids under the **Advanced Google Analytics** section on <https://websites.ucr.edu/google-analytics>.
 - For those who would like more in-depth training on the Google Analytics platform itself, reach out to the Marketing Data Manager, Stephanie Nguyen, at stephanie.nguyen@ucr.edu.

How do I access general reporting for my program area?

- Access will be granted to all attendees of the Google Analytics 4 reporting rollout training on May 24, 2023.
- If you do not have access yet, please request access to the Looker Studio Reporting Suite by contacting the Marketing Data Manager, Stephanie Nguyen, at stephanie.nguyen@ucr.edu. This is a one-time set-up under your netID@ucr.edu account.

What is included in the Looker Studio reporting suite?

- The [Web Analytics for Campus Partners Dashboard](#) is meant to be used by campus partners to view web analytics data for their respective program areas, and includes reports such as:
 - Top Sites
 - Top Pages
 - Top Events
 - Top Links Clicked
 - Top Mediums/Sources
 - Top Campaigns
 - Audience Breakdown

How do I use the Looker Studio dashboard?

- At the top of each report, there is a banner where you can filter by site URL and date range. Most of these filters will carry out through the reports for your current browser session.
 - **Important Note re: Site URLs** – To view your web analytics, your site must have the main campus GA4 properties configured. Most Drupal sites have already been configured with the main campus GA4 codes by ITS. If you do not see your site in the Site URL filter, this means that your site may not have the GA4 codes set up, which will require action. Reach out to the Marketing Data Manager, Stephanie Nguyen, at stephanie.nguyen@ucr.edu.
- In the **Sites by Organization** report, you can filter by organization (i.e., your college or program area) to view all the site URLs associated with your college/program area. Reference this list and use it as a directory to filter the rest of the reports by site URL. To optimize the dashboard’s load time, you can only filter by organization on the **Sites by Organization** report.
 - **Important Note re: Organizations** – If you would like to adjust the list of sites that appear when you filter by organization (i.e., add or remove sites associated with your organization), reach out to the Marketing Data Manager, Stephanie Nguyen, at stephanie.nguyen@ucr.edu.
- The reports are interactive, so where applicable, you can click on an element on the page to filter the rest of the metrics.
- At the bottom of each report, you will find a list of questions to consider. These are examples of how you can use the report to make strategic decisions. These example use cases will look like the below image:

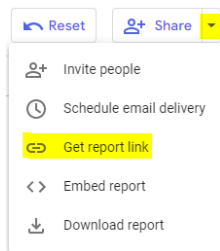
Use this report to think about questions like:

- Which sites have the most views, sessions, and engaged sessions?
- For sites with more total sessions but less engaged sessions, was this intentional? If not, how can we improve the site to increase engagement?
- Did pageviews peak on a certain date? Was it expected or unexpected? Why?

- There is a **Report Notes & Definitions** page that outlines Google Analytics vocabulary and defines key terms such as sessions, engaged sessions, etc.

How do I save this dashboard view with the filters I selected?

- If you filtered your report and you would like to save these filters, you can create a report link by pressing the downward arrow next to the Share button and selecting **Get report link**.



- Make sure that the **Link to your current report view** option is selected, then copy your unique URL. Bookmark or save this unique link in order to access in the future.

Get a link to this report ×

Be sure to share this report with people you give the link to. [View sharing settings](#)

Link to share

https://lookerstudio.google.com/s/rMeg0G_0xAU

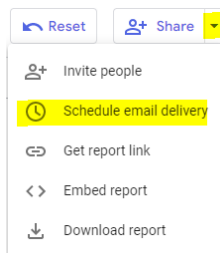
[COPY LINK](#)

☒ **Link to your current report view**

Your current report view includes your selections in date range controls, filter controls, and more. [Learn more](#)

How do I set up scheduled email deliveries?

- To set up a recurring email report for yourself and others, press the downward arrow next to the Share button and select **Schedule email delivery**. You can only have one email delivery schedule at a time, but it can be sent to multiple recipients.



- Fill out the fields based on your preferences, then click **Schedule**.

I'm receiving an error when trying to load the dashboard. What does this mean?

- If the report is being refreshed too often (by any report users), you may encounter an error saying the quota limit has been exceeded. Wait for an hour and check back in on the report. It could take up to 24 hours for the quota limits to reset.

How do I request report enhancements or adjustments?

- Request report enhancements or adjustments to the Looker Studio Reporting Suite by contacting the Marketing Data Manager, Stephanie Nguyen, at stephanie.nguyen@ucr.edu, or by submitting a request through [WorkFront](#).