

Experiment – 4: Use Google analytics tools to implement the following:

a. Conversion Statistics

A conversion in Google Analytics is an important action you want your users to complete on your website and is considered a key event to your business. Any action or engagement that happens on your website can be tracked and labelled as a conversion event.

Examples include:

- video plays
- newsletter signups
- free trials of your product
- form completions for demo or consultation

A conversion in GA4 is essentially any action that you define as being valuable to your business.

You can create Events inside your GA4 account to ensure you're tracking every conversion that's valuable to your business. Shortly, we'll walk you through exactly how to track conversions using GA4.

Track conversions with Google Analytics 4

To track and measure key actions on your website, we need to create a custom event in Google Analytics 4 and turn that into a conversion.

➤ First, click Configure and select Events.

You'll see different events. All of these are options predefined by Google Analytics 4.

- click
- first_visit
- page_view
- scroll
- session_view

We can, set up a unique event to track a specific conversion. There are two ways to achieve this.

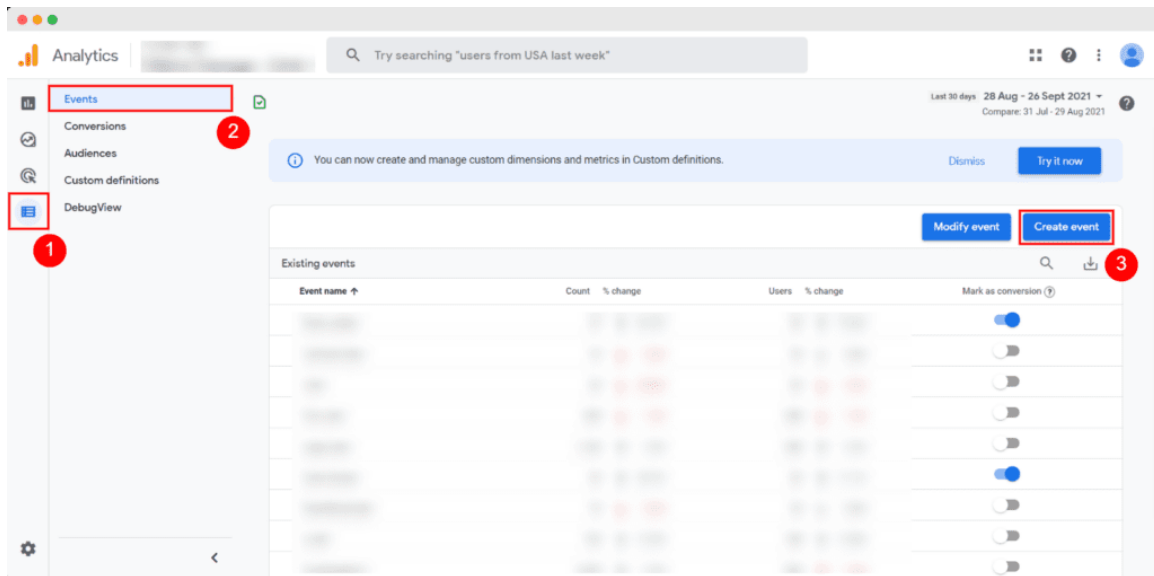
1. Create a new event based on an existing option
2. Configure a new tag in Google Tag Manager

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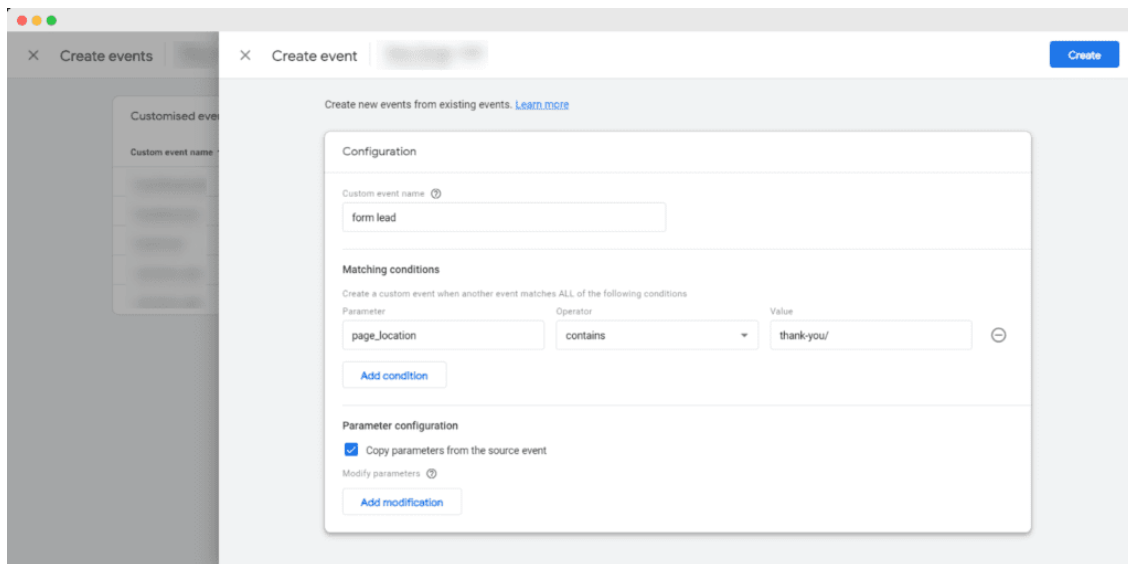
The first option is to create a new event based on an existing option in Google Analytics 4.

For example, we could take the predefined event “page_view” and trigger a conversion whenever a user lands on a specific thank you page. Here’s how to get started.

1. Log into your GA4 property, go to **Configure** > **Events** > **Create Event**.



2. Give your custom event a name and set up your condition settings. In the example below, the configuration will trigger a new conversion event whenever someone views a thank you page after submitting a form.



3. Once you’ve set up your custom event, click **Create**.
4. Now go to **Conversions**. You should see your custom event listed. All you do is mark it as a conversion using the slider, and you’re good to go. Don’t panic if you don’t see your custom event. Sometimes it can take a while for it to appear.

2. Configure a new tag in Google Tag Manager

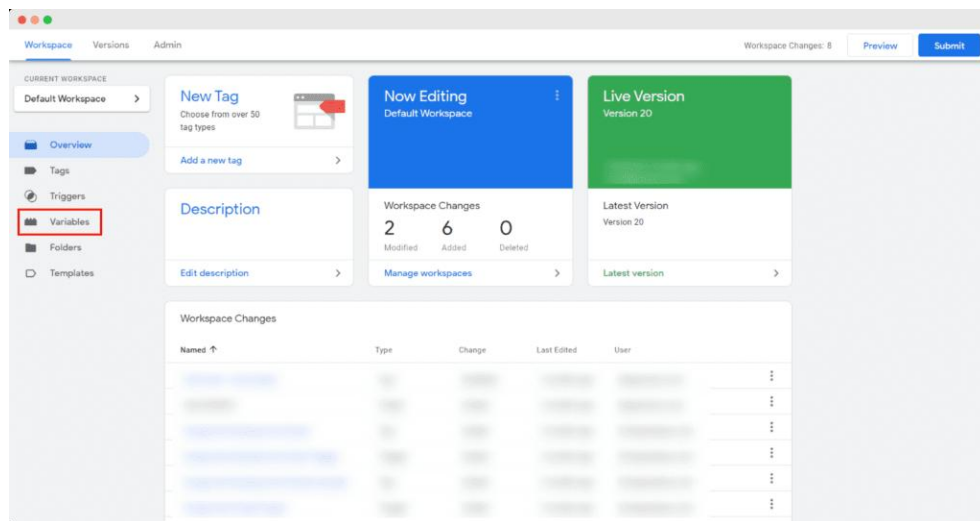
The second option is to configure a new tag in Google Tag Manager that will successfully capture and report a unique event in GA4.

This method gives you a lot more flexibility and control over your conversions.

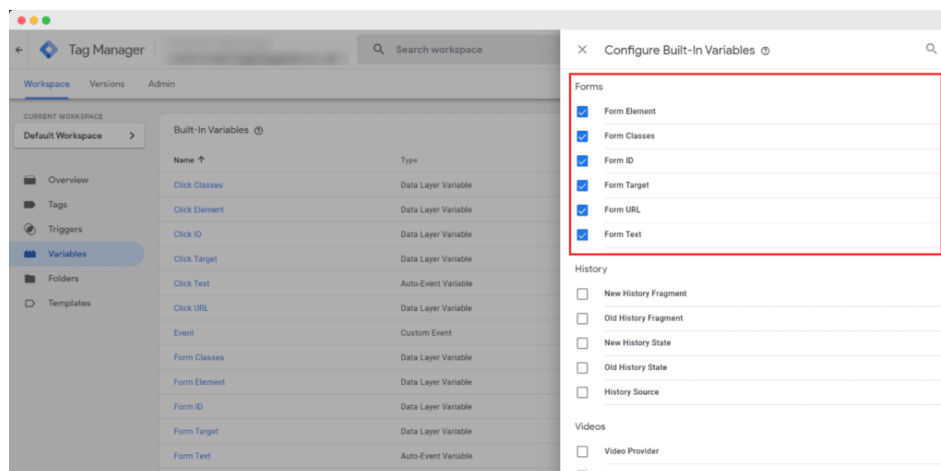
For this example, let's say you have a form on your website that doesn't redirect to a new page.

You could configure your event in Google Tag Manager to track the submission button as a conversion instead.

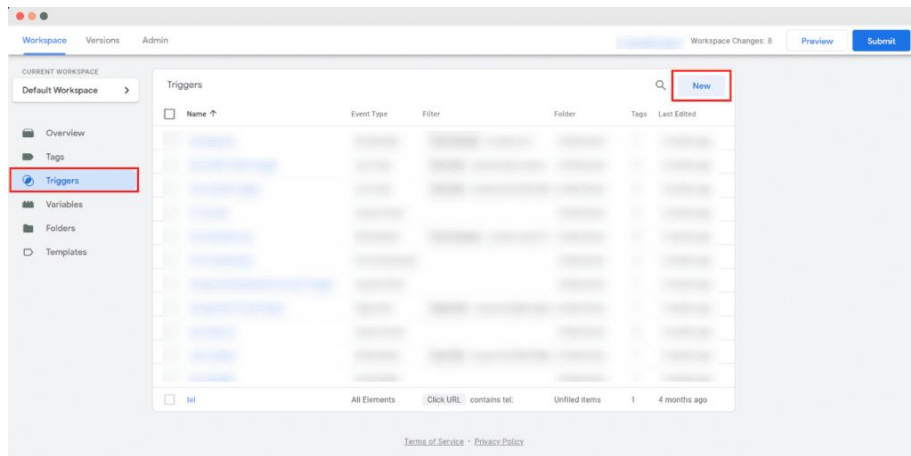
1. First, log into your Google Tag Manager and select '**Variables**'.



2. If you're new to Google Tag Manager, then you'll want to click on '**Configure**' and ensure that all the boxes are checked under the 'Forms' section.



3. Afterwards, you'll need to click on '**Triggers**'. Here you'll want to create a generic form submission trigger. This will allow you to see the form submission event inside of Google Tag Manager, and you'll know which form id to fire your tag and conversion event in GA4.

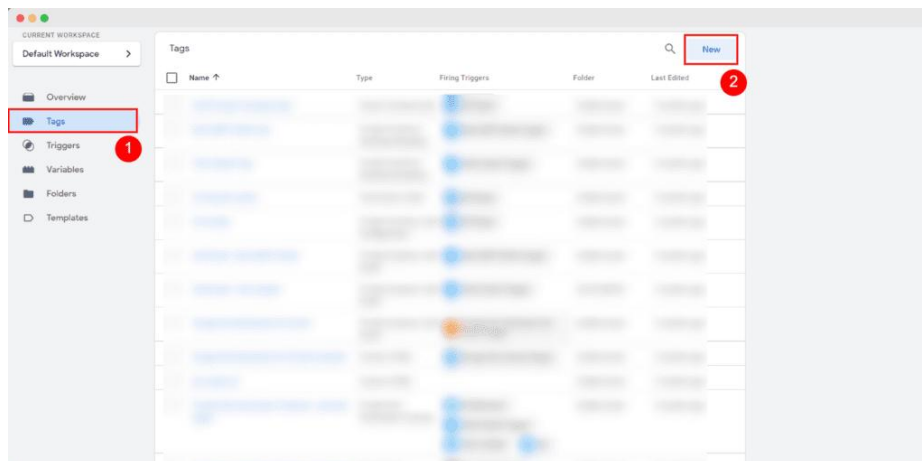


Once complete, go into preview mode, type in your domain and fill out a form.

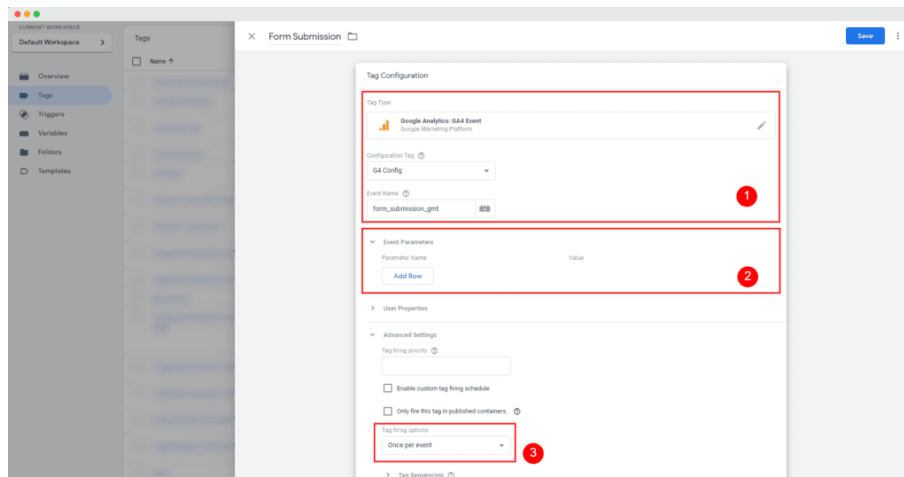
If successful, you should be able to see the form submit event and your variables in Google Tag Manager.

You'll want to scroll down to Form ID and make a note of the code as you'll need this later on in this set up.

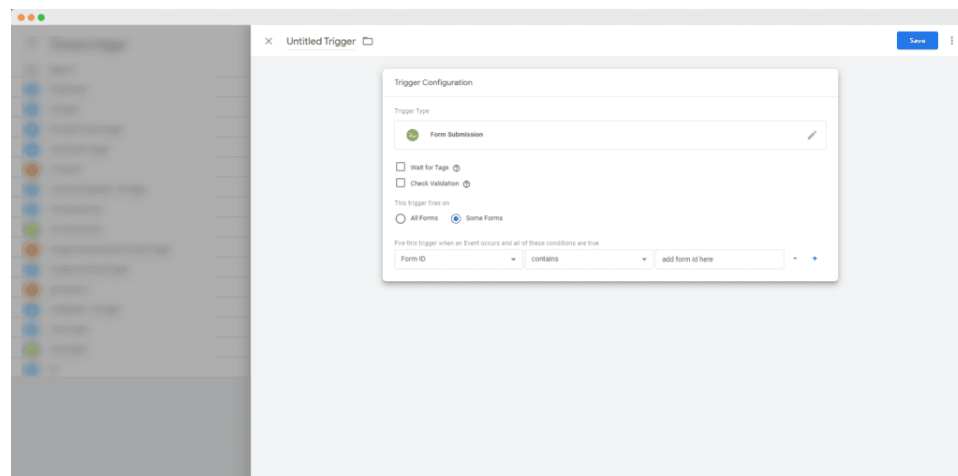
4. Next, go to '**Tags**', select '**New**' and give your tag a name. Make sure to give it a name that is easy to remember.



5. Select '**Tag Configuration**', click '**Google Analytics: GA4 Event**' and complete the set up. Under '**Event Parameters**' you can assign a value which is displayed in Analytics every time the event is triggered. Before you hit save, make sure that this tag is only firing once per event. You don't want someone to fill this in multiple times as it'll lead to many data discrepancies further down the line.



6. Now, for the trigger. Click the ‘+’ in the top right hand corner. Select ‘**Form Submission**’ and select ‘**Some Forms**’. In the drop down menu, look for ‘**Form ID**’. You’ll want to copy that code into the field that you took a note of earlier on in this step-by-step guide. Once complete, click ‘**Save**’.



7. Now, you’ll need to go back into preview mode to make sure that the tag is firing correctly. To test it’s working correctly, complete another form submission on your desired webpage. Go back to your form submit event you made earlier in step 3. If set up correctly, you’ll be able to find your submission displayed in Google Tag Manager. Go back to ‘**Tags**’ and click ‘**Submit**’.
8. Go back to your GA4 property. Be mindful that it can take a few hours for your new event to be displayed in your ‘All Events’ view. Eventually, it’ll show and you can go ahead and mark it as a conversion. Once complete, you should be able to see your new event under ‘Conversions’ as well as other reports in GA4.