Transitioning from Universal Analytics to Google Analytics 4

As a front-end developer for the Google Analytics migration from Universal Analytics to GA4, my role was pivotal in ensuring a seamless transition for our clients. Being a part of this transformational process has been both exciting and challenging, but my skills as a developer were put to the test, and I am proud to say that the outcome has been successful.

I have had to work with the project manager to ensure that we are meeting all requirements. One of my primary tasks was to work on the front-end coding and development to support the migration process. I had to make sure that all website tracking and tag management systems were working correctly and in alignment with the new GA4 framework.

My role also involved identifying and solving issues that arose during the migration process. As with any major change, there were several hurdles we encountered, such as ensuring compatibility with third-party software and existing customer integrations.

Google Analytics 4

Overall, it was a rewarding experience to be part of such an essential transformation, and I am grateful to have had the opportunity to contribute my expertise and skills towards a meaningful cause.