



Google Analytics 4 (GA4) Check-List for Schools

This is a general guide to get you started with GA4! If you need additional assistance, please reach out to info@enrollmediagroup.com or check out our Google Analytics Services here: enrollmediagroup.com/analytics

Step 1: Ensure you set up a GA4 Property within your existing Google Analytics Account. Do so, before July 1, 2023. It's easy to do via the wizard. [Instructions here](#) from Google on how to set up and deploy it on your website.

Step 2: We highly recommend using Google Tag Manager to deploy it on your website. [Here is a GTM resource](#) if you do not already have it installed.

Step 3: Configure Your GA4 Property Settings:

- Set Your Data Retention to 14 months, versus the default 2 Months. Do so under Admin, Data Settings, Data Retention within your GA4 property.
- If using multiple subdomains or any microsites for this GA4 Property you will want to configure your domains.

Step 4: Set up custom events and dimensions based on your school's unique website goals. For example, if you have unique admissions forms and event registrations forms that are goals, you will need to set those events up and mark them as conversions.

- Within your Data Stream. Do so under Data Stream, Configure Tag Settings, Configure Domains.
- Set up an Internal IP filter. Go to Data Settings, Data Filters and then create a filter to detect your internal IP addresses in reports. You may need to get this ISP range from your IT person.
- Connect your Google Ads and Search Console Accounts to get the most of this data.

Step 5: Back up your Universal Analytics Data. A simple export into an excel spreadsheet is recommended if you do not want to use a third party paid tool. The reports we recommend are:

- Website traffic for the last 5 years with associated metrics (users, sessions, bounce, duration and goals).
- Session Source/Mediums of traffic (including referrals) for the last 5 years with associated metrics ((users, sessions, bounce, duration and goals).
- Top pages reports within content drilldown for the last two years.
- Top geographies & other demographics if desired for the last 2 years.