

GOOGLE ANALYTICS 4 GLOSSARY

Term	Meaning
Page Views	Pageviews are when a page is being loaded or reloaded in a browser
Scrolls	A method of tracking how users scroll throughout your site
Site Search	Allows you to understand what users are searching on your sites search functionality
Outbound Link Clicks	Ability to track clicks on external links in your GA4 property
GA4 Property	A website, mobile application, or blog, etc, that is associated with a unique tracking ID
Data Streams	A flow of data from a customer touchpoint, for example your website
Enhanced Measurement	Lets you measure interactions with your content by enabling options (events) in the GA interface
Google Signals	Enables cross-device tracking and remarketing in GA4
Tracking Tag	Tracks users to measure the effectiveness of your website and ads

GOOGLE ANALYTICS 4 CHECKLIST

ACTION	DONE
Create Measurement Framework Methodology used to define and organise the key performance indicators (KPIs) and metrics that are relevant to your business goals	<input type="checkbox"/>
Create a GA4 Property a website, mobile application, or blog, etc, that is associated with a unique tracking ID	<input type="checkbox"/>
Add a GA4 Tracking Tag Data from your website to linked Google product destinations to help you measure the effectiveness of your website and ads	<input type="checkbox"/>
Activate Google Signals A standalone Google product, integrated with Google Analytics 4, that enables cross-device tracking and remarketing	<input type="checkbox"/>
Enable Enhanced Measurements Lets you measure interactions with your content by enabling options (events) in the Google Analytics interface	<input type="checkbox"/>
Set Up Integrations Measure user interactions with your business across various devices and environments	<input type="checkbox"/>
Map UA Custom Events to GA4 Events An event allows you to measure a specific interaction or occurrence on your website or app	<input type="checkbox"/>
Set Up Conversion Tracking A free tool that shows you what happens after a customer interacts with your ads	<input type="checkbox"/>
Set Up Custom Definitions Attributes or characteristics that you want to track	<input type="checkbox"/>