

THE

COVERT

CODE

Cheat Sheet: G4 Setup

In chapter 2 we review “The Rules For Digital Media” which outline all the various ways we can buy advertising online. As you have learned the most important setup before you begin ANY paid campaign is to make sure you have Google Analytics G4 setup correctly to take hard and soft conversions as well as set the correct attribution for reporting. Regardless if you have an existing G4 account or are starting fresh, below outlines your Covert Code steps.

1. Step 1: Login to your G4 account and click on the settings wheel at the bottom of the page to check your account settings.
 - a. Users - How has access to your account. Note that only gmail registered emails can be added to G4.
 - b. Property Settings -
 - c. Linked Accounts -
2. Step 2: Click on Events. G4 will have provided you with some standard events. They may or may not be marked as “conversions”
 - a. Note that anything marked as a conversion will report on your total result reports. Depending on your industry or types of online advertising you will be engaging in, the following are recommended to flip on.
 - i. GoogleAds or MicrosoftAds - turn on ->
3. Step 3: Create new events for your identified site goals. There are two ways you can create these events, either using a destination URL or by mapping actions from GTM.
 - a. Free quote -> thecovertcode.com/
 - i. **Create goal video**
<https://www.loom.com/share/3f3fbb5055394f52becf3b6f63296cc8>
 - b. Contact form -> example.com/contact-form (submission happens on the page, no redirect)
 - i. **Create goal video**
<https://www.loom.com/share/ee17d69357ac4b61a9c155d2ab1774a8>
 - c. Download a whitepaper
 - d. Click a button (this is recommended if the user has to leave your domain to complete the action, i.e. login, payment portal, etc). While not a pure number (the user could have not completed the action on the redirect) this will help you identify the total clicks to conversion rate to make assumptions.

- i. Example: Free Quote redirects to domain.partner.com/your-company
 - ii. **Create goal video:**
<https://www.loom.com/share/b7df05f27faa4e93bfd54f73a09cf506>
- 4. Step 4: Installing the property tag or pixels on your site. There are two options, installation directly on your website or via GoogleTagManager.
 - a. Directly On My Website
 - i. Depending on the type of website you have, the options will vary. For most CRMs there is an “integrations” section or place to add custom code from the admin panel. Sites like Shopify, Wix, and the like all have clear instructions on how to place the tracking tag. While this is easy to do for general website tracking purposes, it does place a limit on the types of events and thus conversions you can create and track. If you are using a destination URL as your goal, then it will work as expected. If you are seeking to track other event based goals this now will require you to seek the assistance of the CRM provider or a developer depending on the framework.
 - b. Google Tag Manager (GTM)
 - i. The clear winner, this nifty tool allows for you to control multiple pixels and events from a single place. This offers your site an increase in speed as each pixel doesn’t have to load inside the site and also allows you to safely give third-parties access to a container to place pixels on your behalf without giving them the codes to the mothership.
 - 1. **Video Example: Watch the video on the**
<https://www.loom.com/share/8af5db9d76834871b9eb3790c99106d1>

Create events

The Covert Code Website

G-YMR8QVRP3N

Save

Create new events from existing events. [Learn more](#)

Configuration

Custom event name ⓘ

Contact

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter

event_name

Operator

equals

Value

page_view

⊗

Parameter

page_location

Operator

contains (ignore case)

Value

/thank-you/?form=contact-form

⊗

Add condition

Parameter configuration

Key events

✓

ⓘ

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

Dismiss

[Learn more about key events](#)

Key events

Network Settings

⬇

New key event

Key event name ↑	Count (% change)	Value (% change)	Mark as key event ⓘ	
Contact	4	-	✓	
first_visit	650	-	✓	

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