

LOVEANDSCIENCE

Webinar Resources | Mar 15 2023

Introduction to Google Analytics Version 4

Download Your Historical Data

Remember, Universal Analytics stops collecting your data Jun 30 2023. Six months later, access to that historical data will very likely come to an end. The good news is it's free and easy to download most of that historical data, so you can look back later.

- **Free - Universal Analytics Export**
<https://analytics.google.com> (Look for the "export" button in any UA report)
- **Free - Google Sheets Add On**
<https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on>
- **Power My Analytics (\$\$)**
<https://www.powermyanalytics.com/>
- **SuperMetrics (\$\$\$)**
<https://supermetrics.com/>

Testing, Validation & Customization Tools

There are lots of tools out there for engineering your analytics. This is an essential starter set (all free).

- **Google Analytics Dev Tools** - A good site for discovering what's inside Google Analytics
<https://ga-dev-tools.google/ga4/>
- **Chrome Extension: Tag Assistant** - Useful for validating your tracking installation
<https://chrome.google.com/webstore/detail/tag-assistant-legacy-by-g/kejbdjndbnbjgmefkgdddjlbokphdefk>
- **Chrome Extension: Google Analytics Debugger** - Watch analytics happen in your browser
<https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmfdileelhofjciameplohjehhna>

A Few of Our Favorite Gurus

These popular analytics superstars are very generous with helpful online tutorials and YouTube channels full of good tips for all skill levels.

- **Julius Fedorovicius at Analytics Mania**
<https://www.analyticsmania.com/>
- **Julian Jueneman at Measure School**
<https://measureschool.com/>
- **Benjamin Mangold at Loves Data**
<https://www.lovesdata.com/>
- **Simo Ahava - Tag Management**
<https://www.simoahava.com/>

Platforms Covered In This Webinar

You probably know these already, but in case we mentioned something you haven't heard of before, here is the full measurement stack we covered in today's webinar.

- **Google Analytics (GA)**
<https://analytics.google.com/>
- **GA Support**
<https://support.google.com/analytics>)
- **Google Tag Manager (GTM)**
<https://tagmanager.google.com/>
- **GTM Support**
<https://support.google.com/tagmanager>
- **Google Search Console or Webmaster Tools**
<https://search.google.com/search-console/about>
- **Google Looker Studio (Formerly known as Data Studio)**
<https://lookerstudio.google.com/>
- **Google Big Query - A Data Warehouse**
<https://cloud.google.com/bigquery>