

Migration from UA to GA4

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EVS Specific

EVS has a shared Google account called ncievsanalytics. The following applications are being tracked under this account using Universal Analytics (UA). For EVS, all applications have a connected GA4 property created.


- EVSExplore
- NCI Metathesaurus Browser
- NCI Terms Browser

The EVS Exporter is also located under ncievsanalytics but already uses GA4.

Google Side

Google will automatically create new GA4 properties for all existing UA properties in March 2023. The settings for the UA properties will be copied to the GA4 properties. If you already created a GA4 property connected to your UA property then nothing will be created by Google. If you have created a GA4 property and discover Google has created another one, it is likely that the previously created GA4 property was never connected to the UA property and it should be deleted.

To check connection go to "Admin" > "Setup Assistant" on the GA4 property. At the top you should see "Open connected property." If this is not present then the GA4 property is not connected to a UA property.

 This is your new GA4 property. Your connected Universal Analytics property remains unchanged.

[Open connected property](#)

Setup Assistant Connected to evsexplore

Set up these features to get the most out of your new property. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

0 / 12 marked complete



Data collection

Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)


Not Started >


The "Setup Assistant" page should have a progress bar at the top saying "0/12" setup tasks completed. Much of the tasks deal with advertising and monetization so will be skipped. Go to the first task "Data collection" and "manage data streams." This should show you the application data stream name and code number.

Data Streams

AlliOSAndroidWeb

Add stream

 evsexplore - GA4
https://evsexplore.nci.nih.gov



No data received in past 48 hours.

>

If these are in place, you can go back to the Setup Assistant and mark the Data collection as complete. If it tells you “Data Not Flowing”, then you need to check the application and make sure that the analytics header is configured – see Application Side.

- Further down on the page look at “Define audiences” and make sure there is at least 1. Review it and see if “All users” is present.
- Check “Manage users” and see if all appropriate users are listed with the correct level of review – typically “Analyst.”

Now that the Google Analytics web data stream is set up, the app data stream needs to be configured in the application.

Application Side

Many older applications were coded using analytics.js. GA4, and newer implementations of UA, use gtag.js. Pages will need to be updated to gtag to enable migration, if they don't use it already. Once gtag is present, Google should be able to receive data to both UA and GA4, up until UA cutoff date in July. This will allow users to configure GA4 data and reports to match what was received in UA.

The old analytics.js scripting will look like this and should be replaced by gtag.js text. The proper gtag text can be generated in Google Analytics.

application.js

```
<head>
...other stuff...

<script>(function(i,s,o,g,r,a,m){i["GoogleAnalyticsObject"]=r;i[r]=i[r]||function(){(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)})(window,document,"script","//www.google-analytics.com/analytics.js","ga");ga("create","UA-#####",{ "cookieDomain":"auto" });ga("send","pageview");</script>

...other stuff...
</head>
```

On Google Analytics go to Admin and click the GA4 property for the application that you want to configure. Then click “Data Streams”. Click the “>” to open the next page.

ADMINUSER

Property [+ Create Property](#)

evsexplore - GA4

←

☒ Setup Assistant

☐ Property Settings


☐ Property Access Management


☒ Data Streams

Data Streams

AlliOSAndroidWeb

Add stream

 evsexplore - GA4
https://evsexplore.nci.nih.gov



No data received in past 48 hours.

>

On the next page, at the top, click “View tag instructions”.

× Web stream details



Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

[View tag instructions](#)

Stream details



STREAM NAME

evsexplore - GA4

STREAM URL

https://evsexplore.nci.nih.gov

STREAM ID

[REDACTED]

MEASUREMENT ID

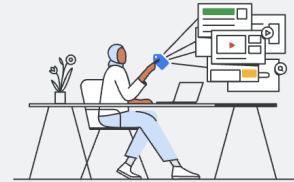
[REDACTED]



On the "Installation Instructions" page click "Install Manually". The page should then display the text that you need to add to each HTML page in your application. The correct tag ID will already be in the text. You can copy this text and paste it into the web page at the appropriate location, replacing the analytics.js text.

Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder or CMS

[Install manually](#)

Install the Google tag manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=[REDACTED]"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', '[REDACTED]');
</script>
```



Once the gtag.js tagged page is deployed to production, data should be visible in GA4 and UA in around 30 minutes. The UA data will cease collection on July 1, 2023.