



Google Analytics 4: Cheat Sheet

A translation of Google Analytics terms in to a user-friendly document for nonprofit professionals

Terms in Google Analytics 4

Acquisition

How are people finding your website? Acquisition is based on the source and medium of your users (along with other possible acquisition dimensions).

Dedicated acquisition reports can be created for your traffic from Google Ads, organic traffic from Google, traffic from social networks and traffic from custom campaign tags.

Attribution

What nonprofit marketing channel drove your recent donation conversion?

Attribution allows you to control how credit for a conversion is given to the marketing channels that led to the action taking place. Attribution considers the traffic sources (and channels) used across multiple sessions for a user.

Huge concept with many attribution models. [Learn more here.](#)

Bounce Rate

Bounce Rate is the percentage of visitors who leave your nonprofit website without taking action, like clicking a link or making a donation.

Users who bounce from your site only view a single page and do not convert.

What does it mean in GA4?

- bounce rate has been replaced by engagement metrics known as “Engaged Sessions.”

Campaign Name

Looking to analyze your nonprofit marketing campaigns? Campaign Name is one of the four main dimensions (source, medium and channel are the others) that will be critical for reporting.

Google Ads will need to be linked to Google Analytics.

Campaign Tags

Inbound marketing can be tracked and reported on with ease in Google Analytics by using Campaign Tags.

Campaign tags use campaign name, ID, source, medium, term and content. By adding these extra details to the end of your URLs, you will receive more detailed acquisition and advertising reports.

Channel

Think of a Channel as way to combine a pre-defined source and medium.

Channels provide a top-level grouping for your nonprofit marketing.

By looking at a combination of course and medium you end up with a better understanding of overall performance.

Examples include "Email", "Social", "Paid Search" and "Organic Search."

Content Group

On your nonprofit website, do you provide information on a variety of services, subjects and missions?

If so, you might want to consider using Content Groups. Content Groups allows you to classify each page of your website in to a particular category.

So for example if you want to have an analysis on your in-person program pages for troubled youth vs. your community outreach pages you can report and analyze your website pages based on your content classifications.

Conversion

All of your "events" have been defined in the new GA4. Now, whenever a website user "triggers" the event you have what's called a Conversion.

Custom Dimension/Custom Metric

Your nonprofit is looking to track what content being produced is driving performance.

Maybe a particular author's writing is so compelling, it drives 60% of your traffic. Maybe it is the combination of author + a particular video.

By registering an associated individual event or user a custom dimension or metric, you can collect and report on more nuanced additional data in Google Analytics.

Custom Audiences

Building custom audiences allows you to group users based on similar actions or dimensions. Custom audiences can be used for retargeting campaigns and comparisons in GA4 reports.

In addition to building a custom audience from scratch, GA4 offers suggestions for audiences that include templates and predictive capabilities.

Engaged Sessions

Engaged Sessions describe the percentage of sessions where users are actively engaged with your nonprofit website.

How are they "engaged"? They must meet any of the following criteria:

- On a page for at least 10 seconds
- Had one or more conversion events
- Viewed two or more pages

Engagement Rate

Engagement Rate is the percentage of sessions that were engaged sessions.

A better way to think about this is to think of it as the exact opposite of a bounce rate.

Events

Any action a user takes on your nonprofit website or app is called an Event.

Unlike Universal Analytics, which tracked users by sessions, [Google Analytics 4 tracks users by Events](#), monitoring the user's journey through several sessions.

Types of events include:

- Automatically collected events, from simply loading a page on your website to completing donations.
- Enhanced measurement events, or interactions with content on your website.
- Recommended events, or events that you implement.
- Custom events, or self-defined events. Custom events don't show up in most built-in reports and instead [require custom-built reports](#).

Event Parameters

Your nonprofit website has a new visitor.

And they have decided to click and watch an embedded video. But what other additional pieces of information do you want to know about them?

Event Parameters in GA4 allow you to automatically-collect more information, like page title, page location (URL), session ID and more.

But maybe like the example above you need Customer Event Parameters added to gain more information. These need to be registered as a custom definition in reports.

First User Medium

The first way someone found your nonprofit website. Thank goodness something as simple as it sounds.

"Medium" tells you how the website message was communicated (think organic vs paid.)

First User Source

Similar to the First User Medium BUT reports on the source, or where the message was first seen.

"Source" indicates how someone found your website (think Google vs Bing search).

Medium

One of the 4 dimensions for reporting and analyzing how people found your website.

Medium tells you how the message was communicated. Ex. "referral" for inbound links from other websites.

Metric

A Metric is typically a number (count/percentage/ratio) that is presented as a column of data in a Google Analytics report.

Ex. Total # of users who have visited your nonprofit website.

Organic

Did you pay for that user to come to your website?

Well, if you didn't they are officially an "organic" or free result user. They could have come to your by "Organic Social" or "Organic Search".

Referral

Maybe your user came through to your website from another organization who thinks your nonprofit is incredible.

This would be a "Referral".

Source

One of the 4 dimensions for reporting and analyzing how people found your website.

Source tells you where the message was seen. Did they find you first on Google? Bing? Yahoo?

Where things get MORE interesting is when you combine source with "Medium" for more in-depth insights.

If you set up your medium as "organic" and your source as "Google" you would have an idea of how many internet searches resulted in a user arriving to your website.

User Engagement

So you have a user to your nonprofit website. Yeah! But how long did they view your content?

GA4 will calculate engagement time using the `user_engagement` event. Remember though that time is ONLY counted when the page or screen is visible to the user.

User

Any individual who interacts with your website or app. Users are given a unique User ID, but be careful - this won't count across multiple devices.

Someone first coming via computer and then in the future by phone will have two ID's.

Views

"Views" reports the total number of times events have been collected.

For example, a user who navigates to your "donate now" page, then the "mission" page and then back to the "donate now" page will result in two views of the "donate now" page and one view of the "mission" page.

Overwhelmed by Google Analytics?

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