Google Analytics 4 Guide

Confirming Your Tracking Codes Work

University Relations, Digital Marketing & Analytics

Using Google Tag Manager

In order to verify that your Google Analytics tracking codes are working correctly, you will need to use Google Tag Manager's "preview mode" to see which codes are currently processing hits.

1. Getting Access to Google Tag Manager

Please reach out to the Marketing Data Manager, Stephanie Nguyen (stephanie.nguyen@ucr.edu), to gain access to the Google Tag Manager. You will need "edit" access.

The Google Tag Manager is called "UCR Campus Partners" and the container ID is GTM-K4L5BTH. You will need to log into Google Tag Manager and "accept" the invitation to join the container.

2. Prepping Your Browser

Make sure that you are not using incognito mode or using any tools that block your traffic (e.g., Ghostery, Adblocker).
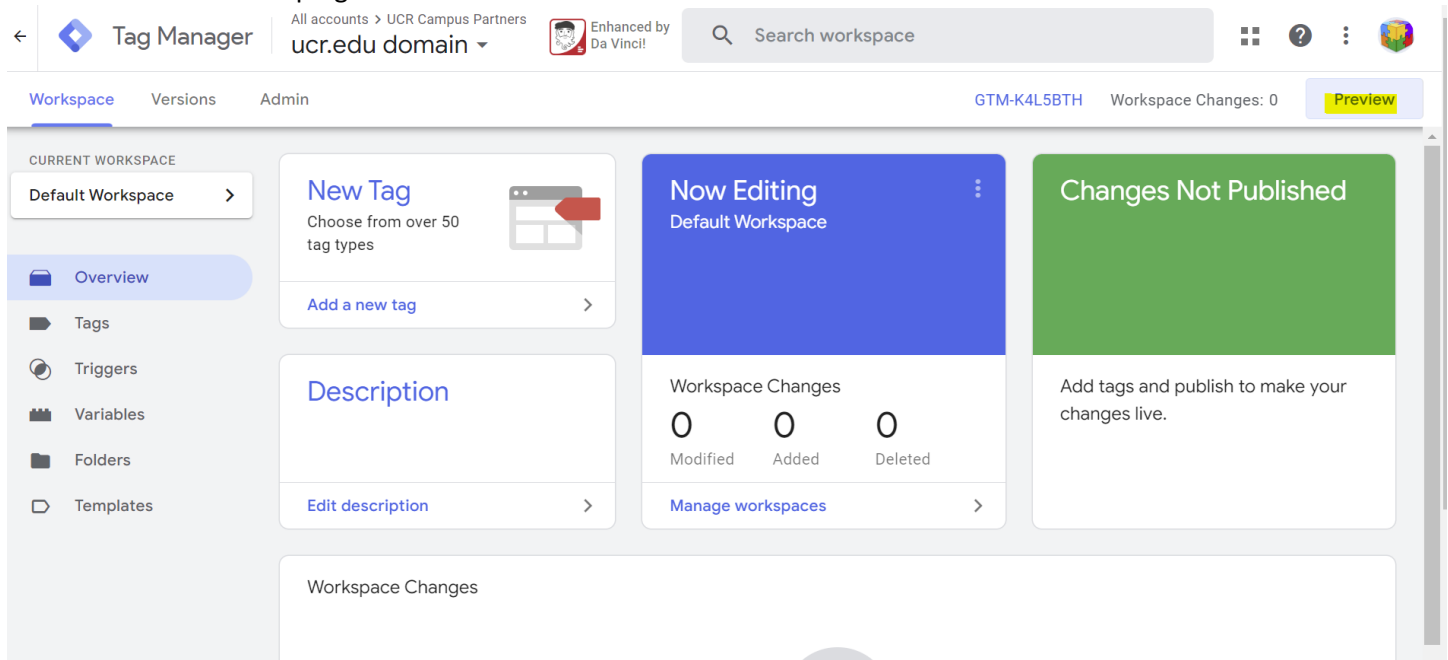
3. Opening Google Tag Manager

Once you get access, navigate to tagmanager.google.com and log in with your netID@ucr.edu account.

4. Using Preview Mode

Click into the "ucr.edu domain" container.

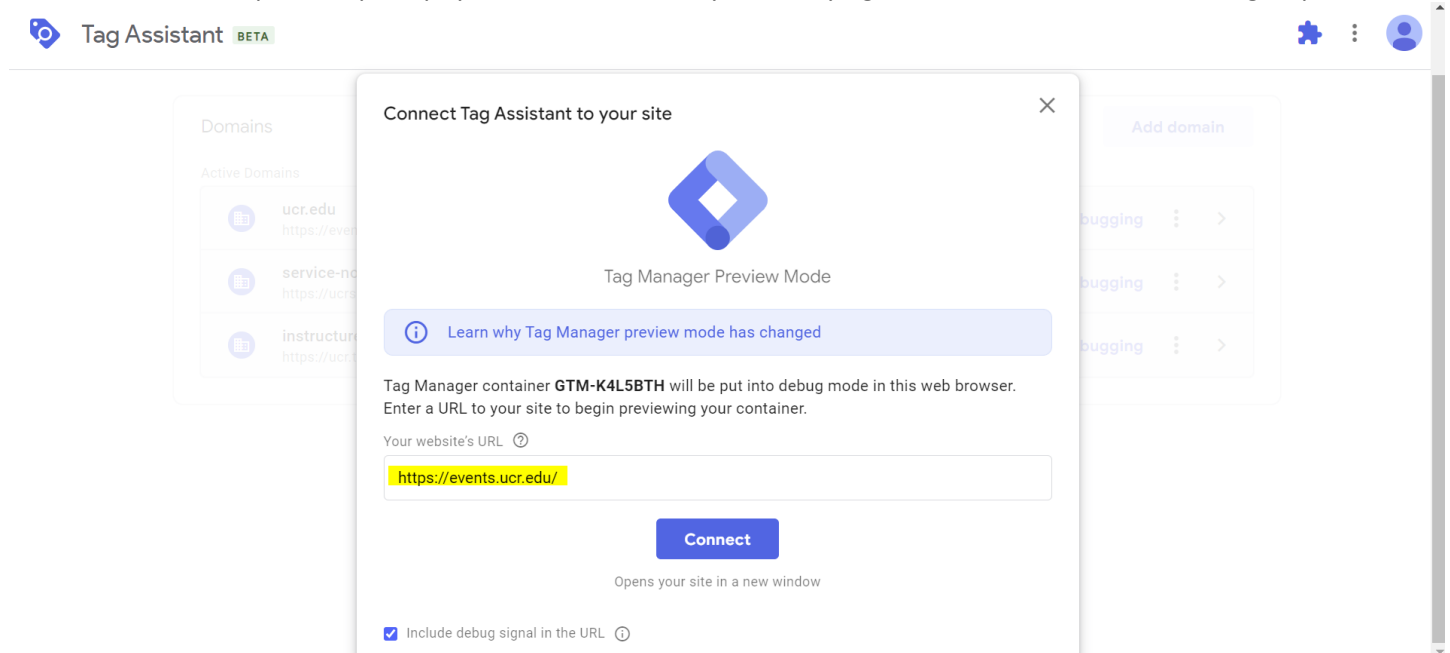Click "Preview" in the top right-hand corner.

A new window will open and prompt you to enter the URL you are trying to test. Enter the URL, including https://.

Click "Connect" and allow the browser to open a new window for the URL you entered. Then, click back into the previous window. You should see a "Connected!" window if the preview mode is working correctly. Click "Continue."

All of the Google Analytics tags (including Universal Analytics, Google Analytics 4, and Google Tag Manager codes) that are currently set up correctly will appear at the top of your window.

5. What to Look For

Make sure that the two campus GA4 codes are appearing and that it says "fired 1 time(s)" in the summary section:
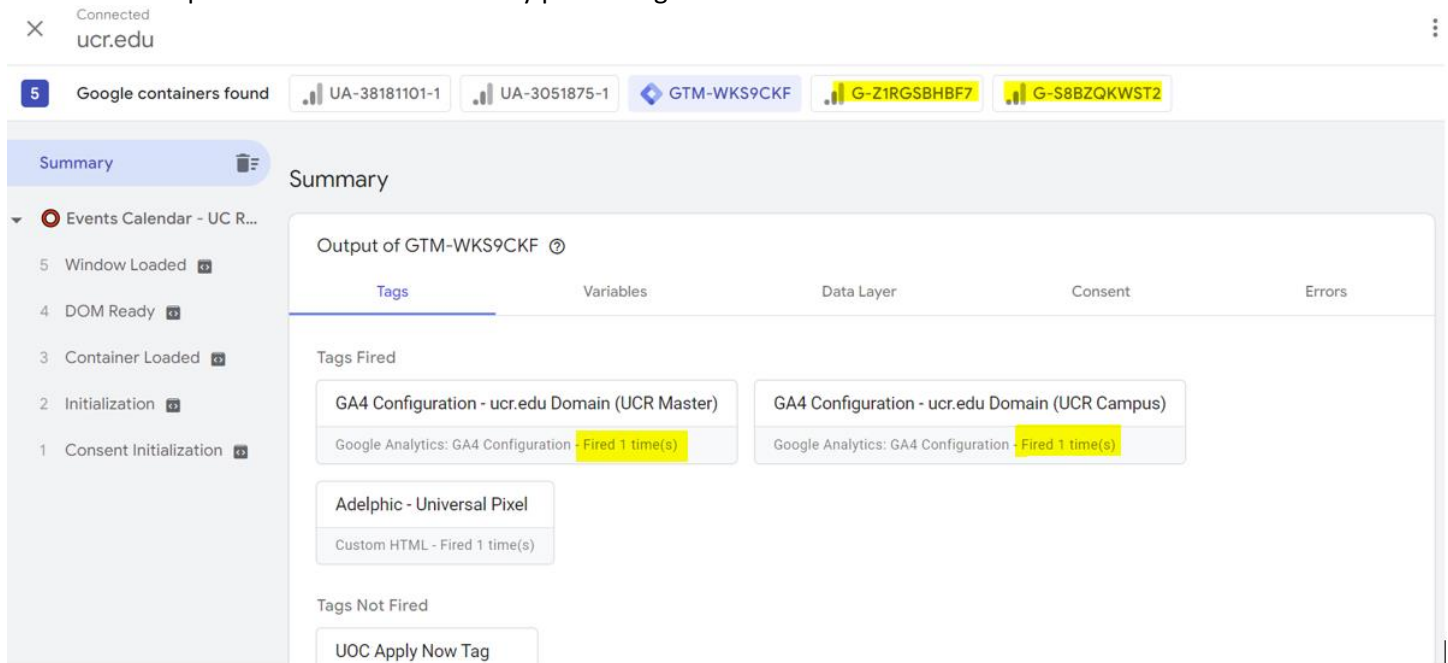- **UCR Campus GA4 property** = G-S8BZQKWST2
- **UCR Master GA4 property** = G-Z1RGSBHBF7

Both of the codes need to be processing correctly so that we are tracking traffic to both GA4 properties. One is internal to be used for University Relations' purposes and the other is external to be used by campus partners.

There may also be other GA codes appearing, including:
- **UCR https://www.ucr.edu UA property** = UA-3051875-1
- **University Relations' GTM container for internal purposes** = GTM-WKS9CKF
- **University Relation's GTM container for Annual Giving team** = GTM-MHF7DM4
- **Your own program area's GTM container (needs to be requested from Marketing Data Manager)**

This is an example of the GA codes currently processing on events.ucr.edu.

If the code you added to your site is <u>not</u> appearing here, you will need to do additional troubleshooting until it starts working. This tool is live, so once the code is processing hits, it should appear almost right away in Google Tag Manager preview mode.

Using Google Analytics Debugger

It is good practice to also make sure that the events are being processed within Google Analytics itself, using the built-in debugger mode. Follow the instructions outlined here.

Final Steps

Once the code is set up properly, you will see data in Google Analytics within 24-48 hours.