

# Google Analytics 4 Guide

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## *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](mailto: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

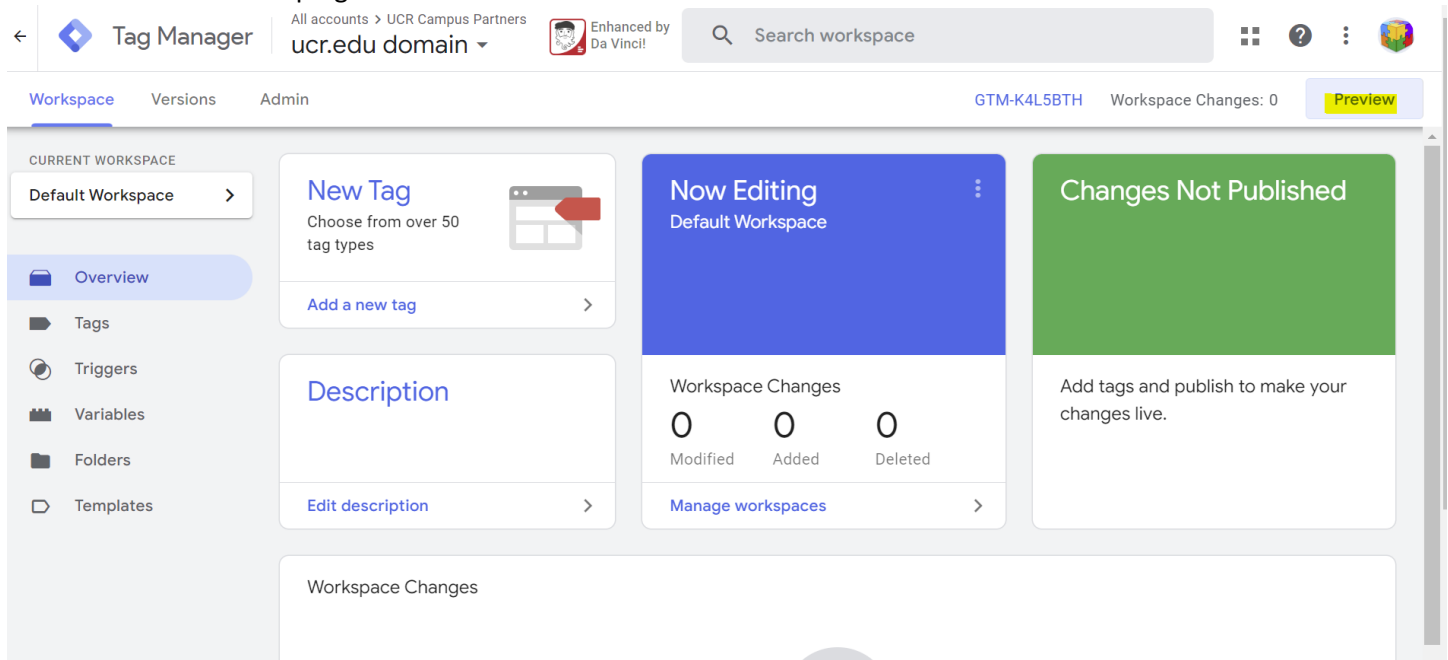
Once you get access, navigate to [tagmanager.google.com](https://tagmanager.google.com) and log in with your [netID@ucr.edu](mailto:netID@ucr.edu) account.

### 4. Using Preview Mode

Click into the "ucr.edu domain" container.

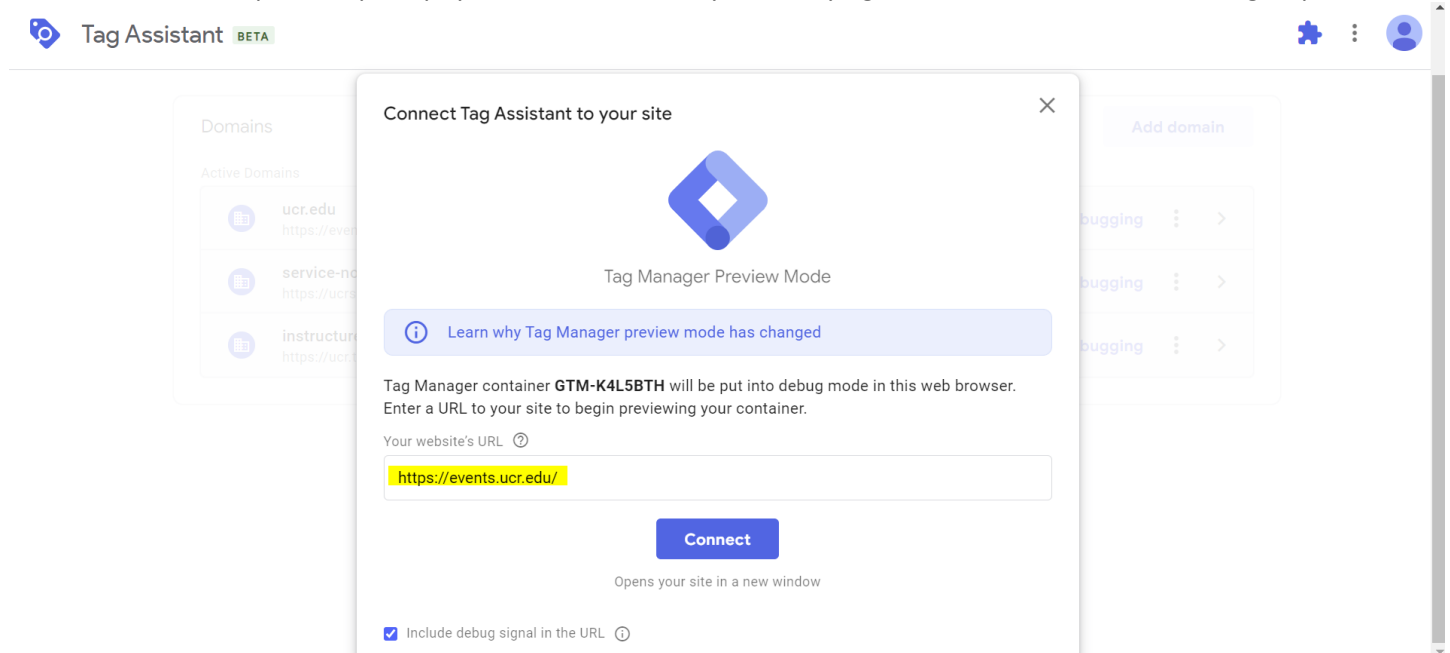
UCR Campus Partners			⚙️ ⋮
Container Name ↑	Container Type	Container ID	
ucr.edu domain	Web	GTM-K4L5BTH	⋮

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



The screenshot shows the Google Tag Manager interface. At the top, the breadcrumb trail is "All accounts > UCR Campus Partners > ucr.edu domain". The "ucr.edu domain" container is selected. In the top right corner, the "Preview" button is highlighted in yellow. The main workspace area shows a "New Tag" button, a "Description" section, and a "Workspace Changes" section. The "Workspace Changes" section shows 0 Modified, 0 Added, and 0 Deleted changes. The "Changes Not Published" section is also visible, indicating that no changes have been published yet.

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.”

## Connected!



Tag Assistant



ucr.edu

Debug information from the connected window will appear in this window.  
Both windows must remain open for debug mode to operate. [Learn more](#)

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:

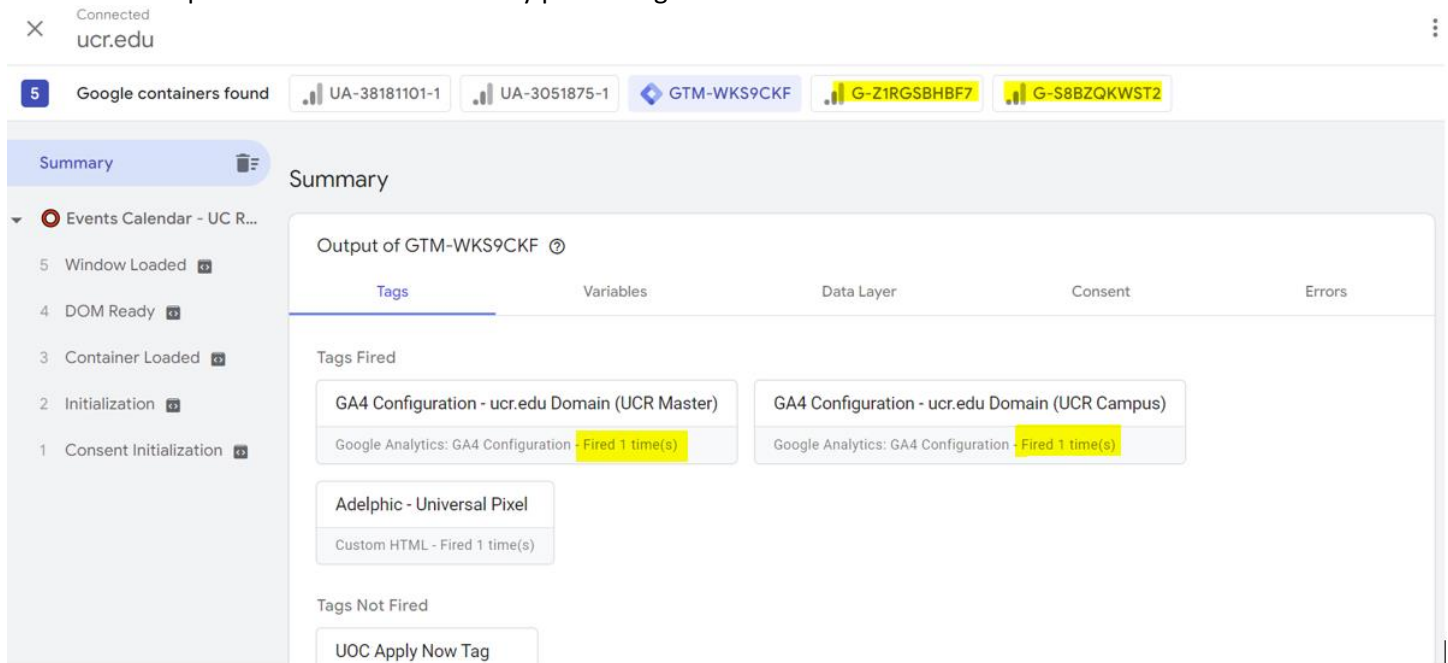
- **UCR Campus GA4 property** = G-S8BZQKWST2
- **UCR Master GA4 property** = G-Z1RGSBHB7

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.



The screenshot shows the Google Tag Manager interface for the container GTM-WKS9CKF. The 'Summary' tab is selected, showing a list of tags on the left and a detailed view of the 'Output of GTM-WKS9CKF' on the right. The 'Tags Fired' section lists several tags, including two GA4 Configuration tags for 'ucr.edu Domain (UCR Master)' and 'ucr.edu Domain (UCR Campus)', both of which are marked as 'Fired 1 time(s)'. Other tags listed include 'Adelphic - Universal Pixel' and 'Custom HTML - Fired 1 time(s)'. The 'Tags Not Fired' section shows the 'UOC Apply Now Tag'.

If the code you added to your site is not 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.