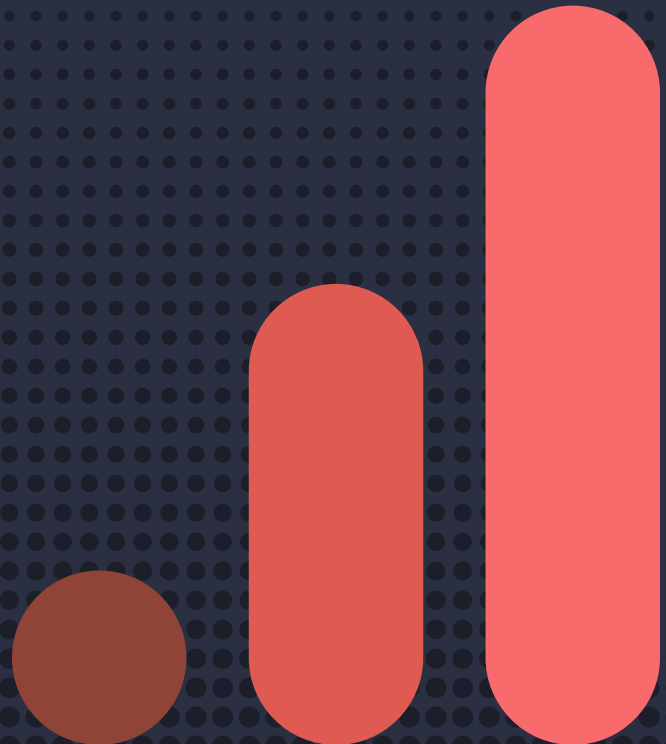# How to Transition from Universal Analytics to GA4

A guide by 434 Marketing

GA4 has already been rolled out for many users, and the deadline to make the switch away from Universal Analytics (UA) is right around the corner. While it may seem daunting to migrate from one platform to another, Google makes it a relatively straightforward process. The 434 Marketing team has put together a short guide, complete with how-to links straight from Google, so you can feel confident making the change. Here's how you can transition from UA to GA4 in just a few easy steps.

1. Log in to your analytics account at analytics.google.com

434 recommends logging into your analytics account as soon as possible. Once logged in, you will either see that a new GA4 property has been set up for you,

Welcome to Google Analytics 4 (GA4)

GA4 is the next generation of Google Analytics, offering you privacy controls, predictive data, direct product links, and customizable reports for websites and mobile apps. This new GA4 property was created for you based on your existing property.

This short tutorial will introduce key concepts and settings to help you get started with your new GA4 property.

Get started

or you will see a notice telling you to set up your GA4 property.

⊘ This property will stop processing data starting on July 1, 2023. To continue measuring website traffic, create a new Google Analytics 4 (GA4) property. Otherwise, one may be created for you based on your current settings, unless you opt out in Setup Assistant.

Learn more   **Begin migration**

2. Begin migration

By clicking "Begin migration" you will enable the GA4 Setup Assistant to set up your new GA4 property to collect data in parallel with your existing Universal Analytics property. *Your Universal Analytics property will cease collecting data on July 1, 2023.*

GA4 Setup Assistant **wizard will:**

- Create your new GA4 property

- Create a connection between your Universal Analytics and GA4 properties, making it possible to access both properties via the property selector or Admin screen

- Allow you to migrate your configurations, including users, tags, goals, and more from your Universal Analytics property to your new GA4 property

For more details, check out this step-by-step guide from Google. Or, if you prefer learning in a video format, Google has created a video walkthrough on transitioning from UA to GA4.

3. Check your settings and configurations

Most Universal Analytics configurations will be brought over by the GA4 Setup Assistant during migration. You may be asked to confirm the following configurations:

- **Users.** Learn more about managing users in GA4.

- **Google Tags.** Google tags are a critical component of analyzing campaign data. Google recommends that you use the Google tag that is already on your website to automatically reconfigure existing tags in GA4. Learn more about managing your Google tags.

In GA4, goals are now called conversion events. The GA4 Setup Assistant can also help you with transitioning to this new configuration:

- **Goals > Conversion events.** Here's an overview and guide for setup within GA4. There is an option to import this information from UA:
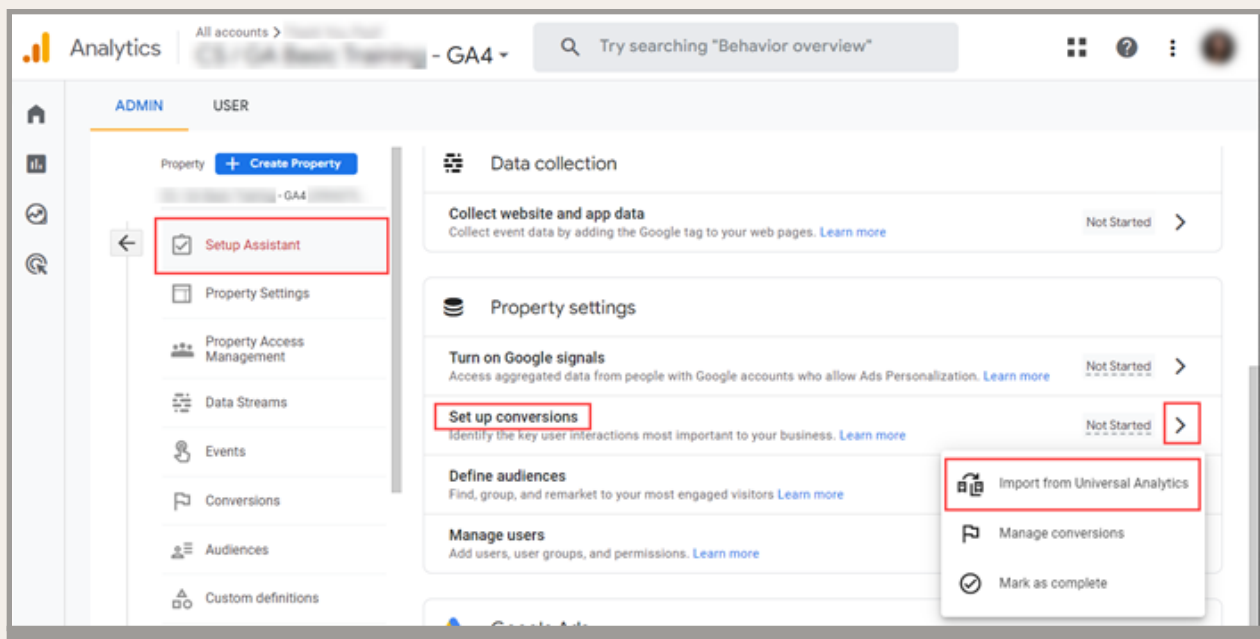
4. Turn on Google Signals.

[Google Signals is a new tool](#) you can access in GA4 that allows for enhanced tracking on users who have enabled Ads Personalization. With Google Signals, you can:

- Better understand your users and audience

- Easily remarket using Google solutions and other supported platforms

- Analyze cross-channel campaigns and efforts

To enable Google Signals:

- Navigate to the admin portal of GA4

- Click **Data Settings > Data Collection**

- Turn on the switch labeled **"Enable Google signals data collection"**

5. Plan to export UA data

Make a plan for exporting historical data from Universal Analytics before the platform turndown on **July 1, 2024**. After sunset, and until platform turndown, you will have Viewer access (but not Editor) to historical data and reports in the user interface. You'll also be able to export your data.

However, there will be no new data collected after property turndown, restricting your ability to:

- Process data

- Update reports and metrics with post-sunset data

- Connect bidding, audience, or conversion metrics from Google Ads or third-party sources

Find out more about how to export historical data from Universal Analytics.