How to migrate from Google Universal Analytics to Google Analytics 4

Omar S. - 2023-03-01 - Website Settings

On July 1st, 2023, Google will be discontinuing the standard Universal Analytics properties that were previously used within MemberNova to provide website traffic statistics in favor of Google Analytics 4 (GA4). MemberNova clients who currently make use of Google Analytics will need to migrate to GA4 to continue collecting website statistics after July 1st, 2023.

How to migrate to Google Analytics 4

1. First, you will need to setup a new Google Analytics 4 property within the Google Analytics dashboard. Click here for more information from Google.
2. Once you're new Google Analytics 4 property has been created, navigate back to your MemberNova website.
3. From the dashboard click **Settings** or the **Gear** icon from the menu on the left.
4. Click **Google Analytics Setup** in the Website and CMS section,
5. Copy and paste your new Google Analytics 4 Measurement ID into the first field on the page.
6. Click the **Save** button to finalize your changes.

Note

You will need to publish your website in order for the tracking to take effect. It may take up to 48 hours after publishing your website for the statistics to display within your Google account.