

February | 2023



Are you ready for Google's shut Google Analytics?

Google Analytics has provided powerful insights about your website's users. It has been a free tracking tool offered by Google that provides insight on the visitors that come to your website. You are capable of seeing the number of visitors on your site in real time, where they are coming from and even which device they are accessing your site on, and so much more. Now in October of 2023 Google has announced that a new way of tracking users on your website -- Google Analytics 4 (GA4).

Some Key Updates that Google Analytics 4 Offers!

- You can view Web and Mobile data on one page!
- Event-based data instead of session-based
- A new users interface
- How data is collected. No more third party cookies!
- New way of Measuring Customer Engagement
- Predict users activity based on data collected



What to do now?

Begin by setting up a Google Analytics 4 account BUT remember to keep running Universal Analytics while you adjust to the change. Universal Analytics will continue to gather data until July! By the end of the year Universal Analytics will not be accessible anymore.

*Important Reminder! Data stored with Universal Analytics will not be collecting data after July 2023 so make sure to archive your data you have from your account!

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CREATING WEB SOLUTIONS

In Case You Missed It!

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How to Create a Content Strategy that will Convert into Customers!

Have you heard of the phrase "Content is King"? Well, what is a king? A king is the most important chess piece, it is the supreme ruler, the head. Keeping that in mind, you will realize how much power content has. When you have great content, your customers will look forward to receiving it.

[Read More](#)



How Google Search Indexes Your Website

Google is where millions across the globe turn first for their questions, big or small. If they are lucky, they typically find them within the first few results shown. That is why websites that are on the top of Google's search engine results pages (SERP) grab around 40% of the traffic missed by lower ranked websites.

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