



## Google Analytics 4 (GA4) Migration

Google's Universal Analytics is being superseded by Google Analytics 4 (GA4).

If you set up Analytics before October 2020, you're likely using the old version, Universal Analytics and you'll need to migrate to GA4 if you haven't already.

To ensure you have access to as much historical data as possible, the sooner you do this the better — Universal Analytics will be retired on July 1, 2023.

### Option 1: Do it yourself

You can migrate to GA4 yourself by following Google's [guide here](#).

### Option 2: Let us do it for you

Migrating over can be tricky. The easier option is to let us [do it for you](#). We can take care of the entire process for \$290 (standard config, extra fees apply for non-standard config).

[Click here](#) to start the process.

### FAQs:

#### Q: How much does it cost for bWEST to migrate my Google Analytics to GA4?

A: Standard config is \$290 (this includes 2 goal/event migrations). We charge \$55 for each additional goal/event that needs to be migrated and set up. We charge an additional \$290 for migration and setup of e-commerce tracking and reporting.

#### Q: What is involved in migrating?

A: There are 3 basic steps. 1. Creating GA4 property, 2. Goals Migration and Creation, 3. E-commerce Migration and setup.

#### Q: How long will it take?

A: Once you submit your intake form from our website, within 24 hours someone from the team will be in touch to give you an approximate ETA for migration completion, we're working to complete each migration within 10 working days.

#### Q: Will my old Analytics data still be available?

A: For a period of time, historical data will still be available within your old Universal Analytics account, but it will not be migrated into GA4.

#### Q: What happens if I don't migrate to GA4

A: Your current Google Analytics account will stop collecting data from July 1st 2023 and soon after this it will become unavailable.

**Feel free to call if you have any questions:** Chris Burdge (250) 508-7761