



\$299 - ESSENTIAL

A quick and simple upgrade to GA4 to cover your bases and keep your website tracking!

- Google Analytics 4 property creation and ownership verification
- Code injection into all pages / templates
- A comprehensive audit of the Universal Analytics property to detect any potential data loss points requiring advanced migration*
- 24/48 hour data transfer and live tracking verification on GA4

**Package limited to basic migration, advanced migration including but not limited to Goals, Events, and audience segmentation to be quoted separately*

\$699 - GOOGLE BUNDLE

GA4 Migration as well as setup of Google Tag Manager, Google Search Console and a high level analytics report.

- **All services offered in the 'Essential' Package**
- Google Tag Manager and Google Search Console Setup
- **High level reports****
 - **Audience Overview:** This report provides an overview of your website visitors, including their demographics, interests, and behavior patterns.
 - **Acquisition Report:** It reveals how users are finding your website, whether through search engines, referral links, or direct visits.
 - **Behavior Report:** This report showcases user engagement on your website, including page views, session duration, and bounce rates.
- **Key Findings & Recommendations** - Analytics Migration Services will leverage data found in the reports and identify key findings and recommendations for improved traffic and user experience, based on your website goals.

***Note, these reports are customized on a client by client basis to best reflect relevant metrics to your core website objectives and might require several weeks for new data to be gathered before reports are delivered.*

\$949 - LIVE TRACKING

Includes all 'Future Ready' features plus a customized dashboard to see how your website is performing in real-time.

- **All services offered in the 'Google Bundle' Package**
 - **Custom Dashboard** - Creation a simplified live analytics dashboard
 - **Live Reporting** - Live Reporting offers dynamic data that goes beyond static reports, allowing you to access real-time information on your website. With this interactive dashboard, you can track changes over time or specify custom date ranges for a more tailored analysis of your data. Click [here](#) to see an example report..
 - **Branding** - Tailored branding using your logo and brand colors. Click [here](#) to see a branded example report.
 - **Simplified View** - Choose from a handful of predetermined metrics and their placement to make the most relevant information to your organization easy to view.
 - **High value page statistics** - Not all pages are made equal. High value pages can be reported on at a glance to watch for engagement. This might include campaign landing pages, specific events, application pages or donation pages.
 - **Data Democratization** - Allow anyone to view data in real time without having to learn GA4 or logging in to Google Analytics
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ADVANCED ANALYTICS & REPORTING *(quoted separately)*

Put your data to work!

Collaborate directly with us to establish Key Performance indicators and set up advanced tracking using Goals, Events and Audience Segmentation directly in Google Analytics, unlocking further insights into the success of your website as well as specific campaigns, form submissions and donations.