



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# Website Services

**Monthly Community Call**

October 10, 2023



# AGENDA

1. **Upcoming Release Update**
2. **Google Analytics 4 Presentation**
3. **Poll Questions**
4. **YUSA Product Roadmap Portal Reminder**
5. **Questions**



# Upcoming Releases



# Point Release - October 31, 2023 HAPPY HALLOWEEN

- Updated Demo content in Sandboxes!!
- 15 pages of content
  - Home page
  - Who We Are / About Us
  - Programs
  - Program Category
  - Individual Program page
  - Locations
  - Individual Location page
  - Memberships
  - Schedules
  - Events
  - Individual Event page
  - Contact
  - Join
  - Donate
  - Jobs
  - Volunteer Opportunities

# December 2023 Release

- **Layout Builder**
  - Program & Program Subcategory CT's
  - Membership Builder
  - Layout Builder Admin UX Improvements
- **Design System v3**
  - Canadian Colorway
  - Colorway for H1-H6 tags
  - Design System Admin UX Improvements
- **Drupal 10.1 Upgrade, Drush v 12 Update, Vue.js updates**
- **New Promotion Content Type for managing internal ad campaigns**
- **Advanced Filtering updates for Activity Finder**
- **Weekly Schedule Management in Drupal**

## March Release

- Iconography for Layout Builder components
- Updates to Event Content Type:
  - Recurring Events handling
  - Multi-day Events handling
  - Multi-location Events handling
  - Facebook event integration
- Small Y Template - In partnership with YUSA
- Y360 Schedules integration
- Search API for Layout Builder
  - How layout pages will be indexed by internal search
- 2 Factor Authentication for Admins

# June 2024

## Additional Community Support Features

- Donations
- Financial Scholarships Calculators
- Membership Calculator Redesign
- Volunteerism
- Careers
- Community Involvement
- Marketing Automation

## **Planning Underway!**

**Please contribute ideas and feedback via Product Roadmap Portal at [ds-docs.y.org/roadmap](https://ds-docs.y.org/roadmap)**

# Google Analytics (GA4)





# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Why Website Analytics Matters

- Data-driven decision making
- Relevance to development & marketing

## Evolution of Google Analytics

- History of Google Analytics
- Transition from Universal Analytics to GA4

# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Important features of GA4:

- Event tracking
- Audience segmentation
- Enhanced reporting
- User-centric approach
- Cross-platform tracking

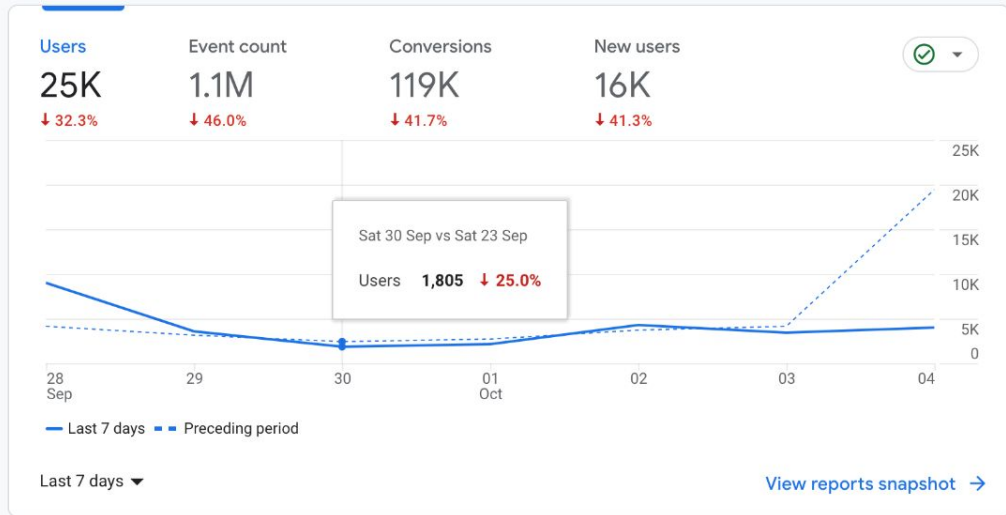
# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Navigating the GA4 Dashboard

- The GA4 dashboard
- Collections
- Key elements and reports
- Customizing the UI
- [Demo dashboard](#)

# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Home



## Recently accessed

# Universal Analytics (UA) → Google Analytics 4 (GA4)

**Analytics** | All accounts > Demo Account | GA4 - Google Merch Shop

Try searching "trend of conversions from organic last month"

Reports snapshot | All Users | Add comparison + | Last 28 days | Sep 7 - Oct 4, 2023

### Reports snapshot

**Users** 100K | **New users** 84K | **Average engagement time** 2m 54s | **Total revenue** \$407K

**USERS IN LAST 30 MINUTES** 125

**USERS PER MINUTE**

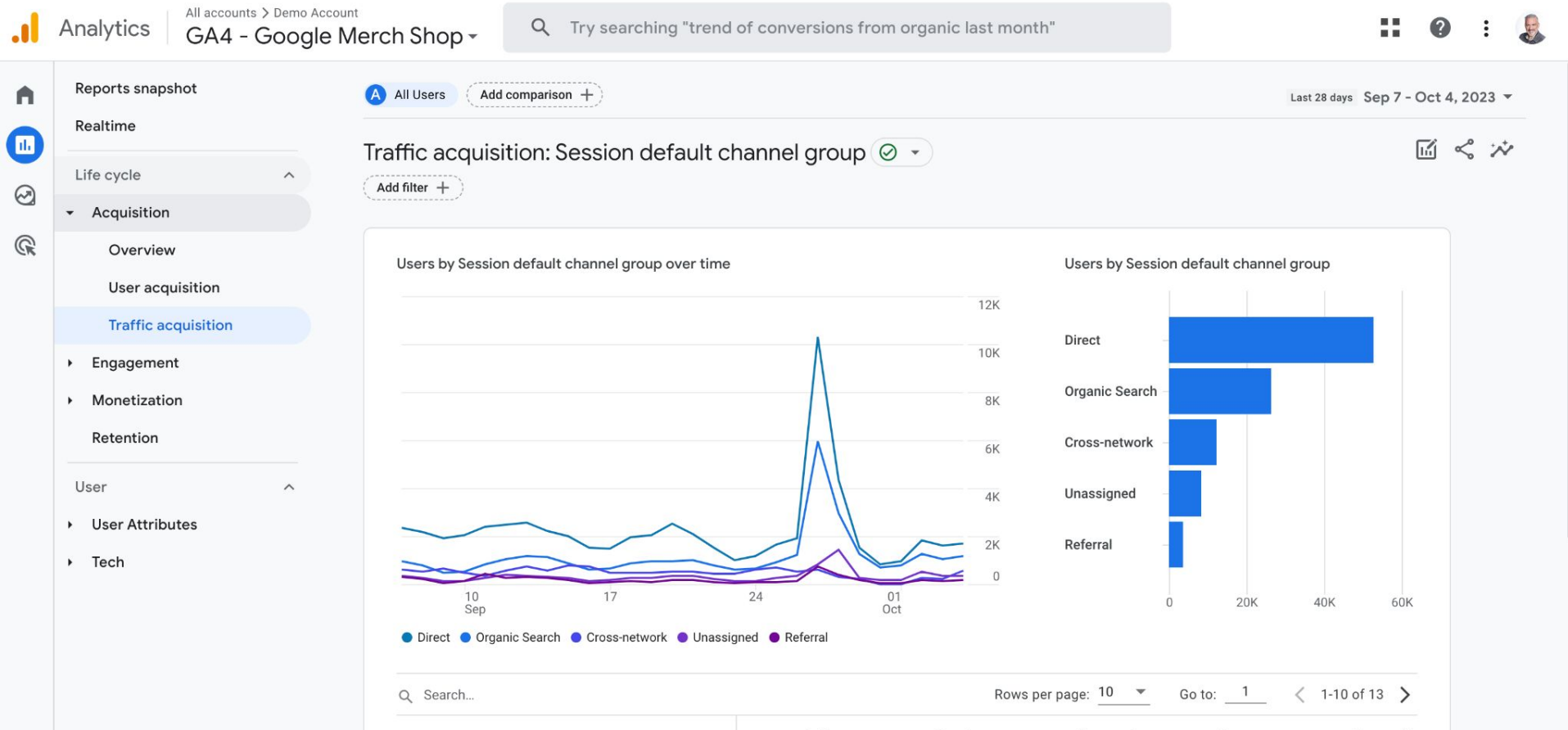
**TOP COUNTRIES**

COUNTRY	USERS
United States	91
Canada	17
Mexico	3
Brazil	2
India	2

**WHERE DO YOUR NEW USERS COME FROM?**

**WHAT ARE YOUR TOP CAMPAIGNS?**

# Universal Analytics (UA) → Google Analytics 4 (GA4)



# Universal Analytics (UA) → Google Analytics 4 (GA4)

Analytics | All accounts > Demo Account | GA4 - Google Merch Shop

Try searching "trend of conversions from organic last month"

Reports snapshot | All Users | Add comparison + | Last 28 days | Sep 7 - Oct 4, 2023

Realtime | Pages and screens: Page path and screen class | Add filter +

Acquisition

- Overview
- User acquisition
- Traffic acquisition

Engagement

- Overview
- Events
- Conversions
- Pages and screens**
- Landing page

Monetization

- Retention

User

- User Attributes

### Views by Page path and screen class over time

Page path	Views (Approximate)
/	80,000
/basket.html	15,000
/Google+Redesign/Apparel/...	5,000
/25thBirthday	5,000
/store.html	5,000

### Views by Page path and screen class

Page path	Views (Approximate)
/	180,000
/basket.html	150,000
/Google+Redesign/Apparel/...	60,000
/25thBirthday	60,000
/store.html	60,000

Rows per page: 10 | Go to: 1 | 1-10 of 1223

# Universal Analytics (UA) → Google Analytics 4 (GA4)

The screenshot displays the Google Analytics 4 (GA4) interface. At the top, the 'Analytics' logo is on the left, followed by 'All accounts > Demo Account' and 'GA4 - Google Merch Shop'. A search bar contains the text 'Try searching "trend of conversions from organic last month"'. On the right, there are icons for a grid, help, and a user profile.

The main navigation bar has 'ADMIN' and 'USER' tabs. The left sidebar shows a list of menu items: 'Property' with a '+ Create Property' button, 'GA4 - Google Merch Shop (213025502)', 'Setup Assistant', 'Property Settings', 'Data Streams' (highlighted in red), 'Events', 'Conversions', 'Audiences', 'Custom definitions', and 'Data Settings' (expanded to show 'Data Collection', 'Data Retention', 'Data Filters', and 'Channel Groups').

The 'Data streams' section is active, showing a table of data streams. The table has columns for 'All', 'iOS', 'Android', and 'Web'. There are two data streams listed:

All	iOS	Android	Web	
<b>North America &amp; Canada Website</b> <a href="http://shop.googlemerchandisestore.com">http://shop.googlemerchandisestore.com</a>			1600198309	Receiving traffic in past 48 hours. >
<b>My offline web data</b> <a href="https://www.google.com">https://www.google.com</a>			6232557798	Receiving traffic in past 48 hours. >



# Universal Analytics (UA) → Google Analytics 4 (GA4)

The screenshot displays the GA4 interface for a property named "GA4 - Google Merch Shop". The top navigation bar includes the Analytics logo, account information, and a search bar. The left sidebar contains a navigation menu with options like "ADMIN", "USER", "Setup Assistant", "Property Settings", "Data Streams", "Events", "Conversions", "Audiences", "Custom definitions", and "Data Settings". The "Data Settings" section is expanded, showing "Data Collection", "Data Retention" (highlighted), "Data Filters", and "Channel Groups".

The main content area is titled "Data retention" and contains the "User and event data retention" settings. A large orange star is overlaid on the "Event data retention" dropdown menu, which is currently set to "14 months". The "Reset user data on new activity" toggle is also visible and turned on.

Property: [+ Create Property](#)

GA4 - Google Merch Shop (213025502)

- Setup Assistant
- Property Settings
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
  - Data Collection
  - Data Retention**
  - Data Filters
  - Channel Groups

## Data retention

### User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more about data retention settings](#)

Event data retention ?

Reset user data on new activity ?

[Save](#) [Cancel](#)

# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Benefits for Developers

- GA4 event Tracking for Debugging
- Compatibility with various platforms & cross-devices

# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Benefits for Marketing & Communication

- Improve User Experience (UX)
- Integration with Google Tag Manager
- Custom Event Tracking
- Campaign optimization

## Data Privacy in GA4

- Google Analytics' approach to data privacy
- Compliance with regulations like GDPR

# Universal Analytics (UA) → Google Analytics 4 (GA4)

## Conclusion

GA4 can benefit both those developing & maintaining the website and those using it as a tool for growing the business

- It supports website developers with simplifying the implementation of analytics across various platforms, and optimizing their websites' performance
- It will help marketers create better user experiences, and optimize their marketing initiatives.

# Poll Questions



## Poll Question - GA 4 Topics

If you would like to dive deeper into Google Analytics 4, then which topic is of most interest to you?

1. Setting up conversion tracking?
2. Setting up cross-domain tracking?
3. Customizing the user interface?

# Poll Questions - Facebook & Drupal Events Survey

Which tool does your association use to post events?

- Drupal
- Facebook
- Both
- Other - [Type in name of the tool]

If you answered Drupal, do you find it easy to create and manage events?

- Yes
- No

If you answered Facebook, do you find it easy to create and manage events?

- Yes
- No

If you answered Facebook, how often do you post an event on Facebook?

- Rarely
- Sometimes
- Often

If you answered Facebook, is there a particular feature you think is important?

- Yes - [Type in]
- No, nothing in particular

Do you think it's important to keep your Drupal website up to date with upcoming events?

- Yes
- No

Would you rather manage events on Drupal or Facebook?

- Drupal
- Facebook
- No preference

# Product Roadmap Portal





# Y-USA New Product Roadmap Portal

LAUNCHED

IN PROGRESS - SEPT. 2023 RELEASE

ON DECK - DEC. 2023 RELEASE

PLANNING - MAR. 2024 RELEASE

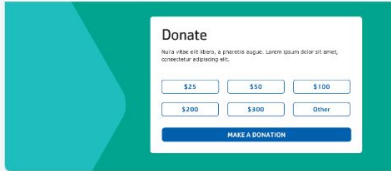
UNDER CONSIDERATION

NEW IDEAS

## June 2023 Point Release (10.2.14.1)

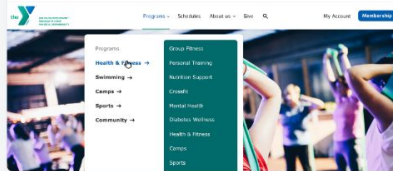
### Layout Builder - Donations

0



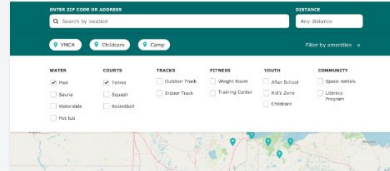
### Layout Builder - Fixes for Menu & Global Elements

0



### Layout Builder - Location Finder Amenities Filters Fix

0



### Activity Finder - Removed extra icon

0

Removed an extra icon that was displaying inside the Activity Finder filters.

## June 2023 (10.2.14)

### Improved responsive image styles

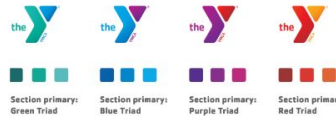
0



### Colorways

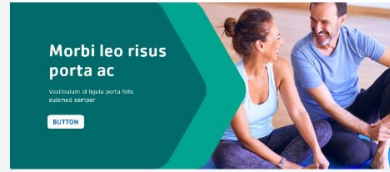
0

#### Approved Website Logos and Color Pairings



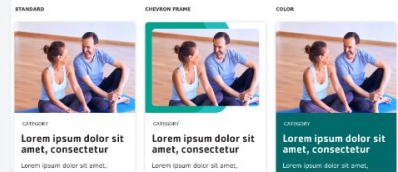
### Design System - Hero Banner variations

0



### Design System - Card Variations

0



# Y-USA New Product Roadmap Portal

## Future Roadmap Updates

- Find updates on recent Releases with links to key documentation
- See what is happening in the current Release
- See what is being planned for upcoming Releases

## Submit Ideas and Feedback

- Provide feedback on an existing or upcoming feature
- Submit new feature ideas and suggestions

[ds-docs.y.org/roadmap](https://ds-docs.y.org/roadmap)

# Community Resources



# Join the conversation and keep in touch!



[ds.ymca.org](https://ds.ymca.org)

the gateway to YMCA's Digital Services



[ds-docs.y.org](https://ds-docs.y.org)

documentation for the distribution



[youtube.com/@ymcasdigitalservices](https://youtube.com/@ymcasdigitalservices)

videos & tutorials



[github.com/YCloudYUSA](https://github.com/YCloudYUSA)

Organization on GitHub with main code repository and components



**YUSA Slack**

discuss & get help. Invite in chat.



**THANK YOU**

