

How One Federal Program Used Google Analytics 4 to Surface Untapped Data & Understand Their Content

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Emily Patterson, Bee Measure

Elizabeth Costello, JSI



Meet your presenters



Emily Patterson
Founder, Bee Measure



Elizabeth Costello
Technology Experience Advisor, JSI



What we're talking about today

- What problem did we need to solve?
- Why was GA4 a good fit?
- The basics of Google Tag Manager and Google Analytics
- A roadmap for implementing a similar solution on your Drupal site



Some assumptions

- You have a basic understanding of Google Analytics
- You know the most basic data points that you can collect
 - Page views, sessions, user demographics, etc.
- You know there was a shift from Universal Analytics to GA4 in 2023
- You may know how to add a Google tag to a Drupal site



What problem did we need to solve?



As a federally-funded entity or project, your website will have reporting requirements



Google Analytics provides a free way to access your Drupal website analytics



But the basic GA reports might not align with your reporting goals. What do you do then?



Case study



RHNTC

**REPRODUCTIVE HEALTH
NATIONAL TRAINING CENTER**

Show: ☒ All Content ☐ Teen Pregnancy Prevention Program ☐ Title X Family Planning Program



The Reproductive Health National Training Center is your go-to source for family planning and adolescent health training and technical assistance.

Our measurement problem?



700
Resources

1950
Training
Lists

275
Evaluations



2
Primary
Audiences

3
Funding
Sources

8
Resource
Categories

45
Resource
Topics

We had lots of data, but not easily accessible

Without being able to differentiate our GA reports by resource type, audience, funding source, category, or topic...



...it was more challenging to understand our audience behavior and demonstrate the impact of our content strategy.



Show: ☐ All Content ☐ Teen Pregnancy Prevention Program ☒ Title X Family Planning Program



Counseling and Services

Resources to support the delivery of quality reproductive and adolescent health counseling, education, and other services, including those outlined in the *Quality Family Planning Recommendations*.



Filter Counseling and Services Resources

We found **68 results** for your search.

Topic ▾

Format/Type ▾

Audience ▾

Language ▾

CE Credit ▾

Preconception and Preventive Health X

Clear all

Sort by ☒ Featured ☐ Newest ☐ Most Relevant ☐ A > Z ☐ Z > A

Browse Topics

Choose a primary topic to view all of its related resources. Or choose a sub-topic to filter your search.

Counseling and Services ›

- Achieving Pregnancy and Infertility
- Contraception
- COVID
- Healthy Relationships
- Human Trafficking
- Hypertension
- Preconception and Preventive Health
- Pregnancy Testing
- Reproductive Goals/Life Planning
- Sexually Transmitted Infections
- Substance Use and Mental Health
- Telehealth
- Youth-Friendly Care

Access to Services ›

- Male Services
- Maternal Health
- Trauma-Informed Approaches

Partnerships ›

- Partnership Development
- Referrals and Linkages
- Systems Thinking

Recruitment and Retention ›

- Client Recruitment
- Patient Experience
- Staff Retention and Wellness

Research, Evaluation and Improvement ›

- Clinic Efficiency
- Monitoring and Evaluation
- Outcome Measures
- Quality Improvement
- Research on TPP Programs and Components

Title X Administrative Operations ›

- Community Education, Participation, and Engagement
- Family Participation and Sexual Coercion
- FPAR
- Information and Education (I&E)
- Introduction to Title X
- Mandatory Reporting
- Staff Training Expectations
- Subrecipient Monitoring and Engagement

Title X Financial Operations ›

- 340B
- Billing and Coding
- Cost Analysis
- Financial Management
- Total Program Concept

TPP Program Essentials ›

- Communication and Dissemination
- Community Engagement
- Fidelity and Adaptations
- Innovation
- Introduction to TPP
- Parent/Caregiver Engagement
- Program Selection
- Sustainability
- Youth Engagement



Title X Project Promotion Toolkit

[Toolkit/Guide](#)
[Community Education, Participation, and Engagement](#)
[Title X Family Planning Program](#)
Last Reviewed: 2023-10

Source: RHNTC

[Save](#)


Share



Welcome to the Toolkit

How do you make sure people know about your Title X services and see their value?

Title X project promotion focuses on showing your priority audiences the services that are available and why they are important and worth the effort to access. This toolkit will support you in selecting the right promotion channels (like print ads, radio and TV commercials, and paid and organic social media) for your priority audiences. It will also help you develop strategic promotional content and evaluate your promotion activities.

This toolkit was developed in partnership with Javelina, a national branding and advocacy organization.

► How to Use the Toolkit

▼ Learn how a project promotion plan can help you meet Title X Program expectations

The Title X Program expectations require that Title X agencies provide opportunities for community education, participation, and engagement (CPEP). Follow the steps below to better understand how this toolkit and its *Project Promotion Plan* template can help you adhere to—and show adherence to—CPEP expectations.

ACTION STEPS

Review the Title X Program CPEP expectations.

SUPPORTIVE RESOURCES

Title X Program Handbook

[View it](#)

In This Resource:

Welcome

How to Use the Toolkit

[Learn how a project promotion plan can help you meet Title X Program expectations](#)

[Build the foundation for your project promotion activities](#)

[Understand and gather information about your priority audience](#)

[Select the right promotion channels for your priority audience](#)

[Develop promotional content to engage your priority audience](#)

[Evaluate your project promotion activities](#)

[Other Strategies to Increase Access to Services](#)

Our first GA dashboard

RHNTC Evaluation Dashboard



Oct 1, 2020 - Apr 30, 2021 ▾

Resources

Search for a Resource

Searching resources will update all metrics related to that resource

Page Title ▾

Pageviews

531,409

↓ -9.8%

Total Downloads

39,091

↓ -7.7%

*Compared to previous 30 day time period

New RHNTC Resources

*Resources added during selected time period

Family Planning Resources

30

Family Planning Resources ▾

1. Using the RHNTC Website to Track Your Training Completion Job Aid
2. Using the RHNTC Website to Track Your Network's Training Completion Job Aid
3. Tips For Recruiting and Retaining Youth in Virtual Programs Webinar Companion
4. The Basics of Human Trafficking
5. Signs and Indicators of Human Trafficking
6. Sample Policy for Hypertension Prevention and Control

1 - 30 / 30

Resource Pageviews

	Page Title	Pageviews ▾
1.	Title X Orientation: Program Requirements for Title X Funded Family Planning Projects eLearning Reproductive Health National Training Center	14,625
2.	Title X Orientation: Program Requirements for Title X Funded Family Planning Projects eLearning Family Planning National Training Center	5,877
3.	Cultural Competency in Family Planning Care eLearning Reproductive Health National Training Center	5,426
4.	Identifying and Responding to Human Trafficking in Title X Settings eLearning Course Reproductive Health National Training Center	4,722
5.	Counseling Adolescent Clients to Resist Sexual Coercion Video Reproductive Health National Training Center	4,515

1 - 100 / 1052



Resource Downloads

*Total events equal number of downloads

	File Type	Page Title	Total Events ▾
1.	PDF	Birth Control Methods Options Chart Reproductive Health National Training Center	2,458
2.	PDF	Title X Orientation: Program Requirements for Title X Funded Family Planning Projects eLearning Reproductive Health National Training Center	1,597

How did the RHNTC connect with Emily?

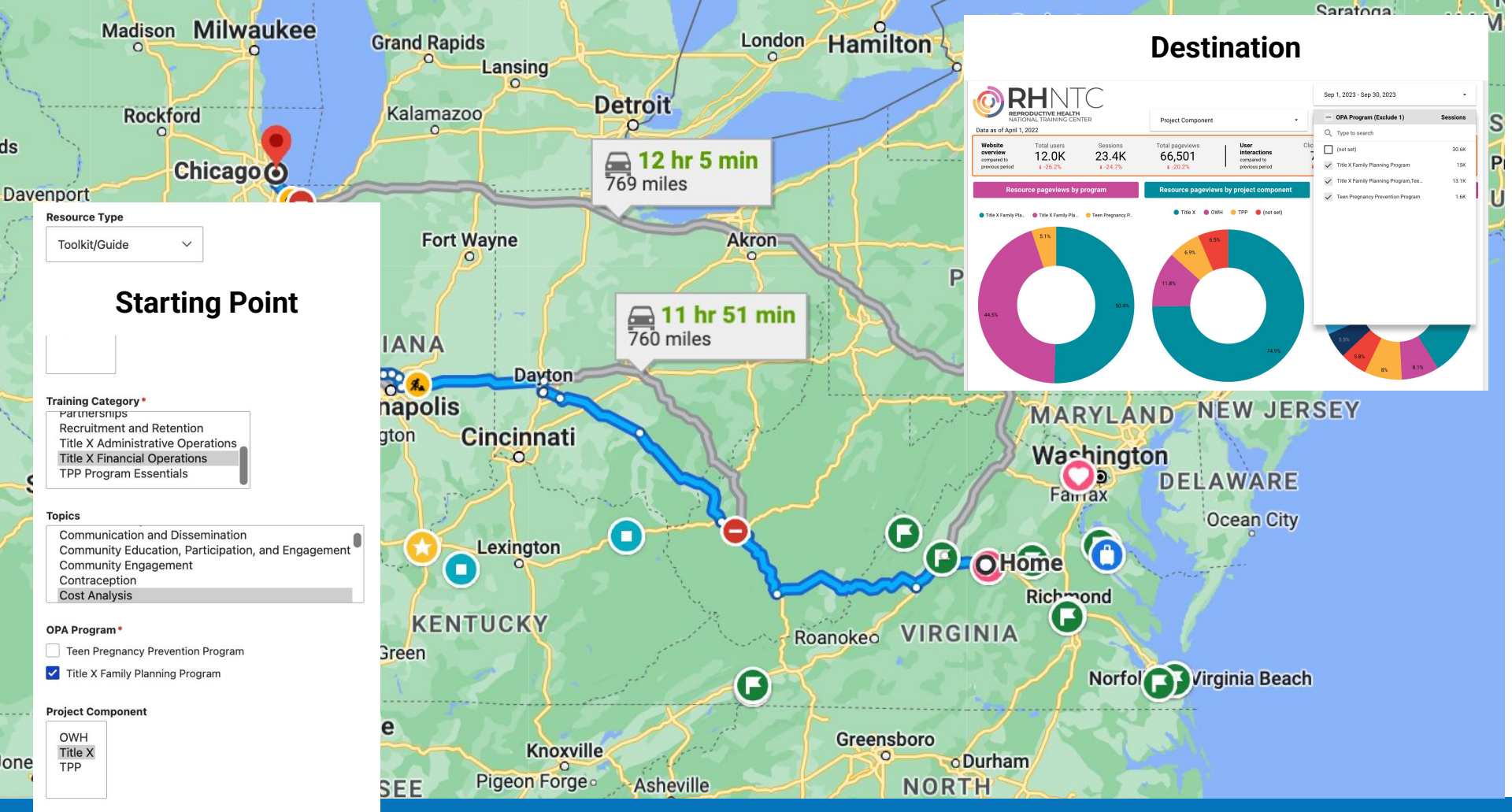


Drupal GovCon 2021!



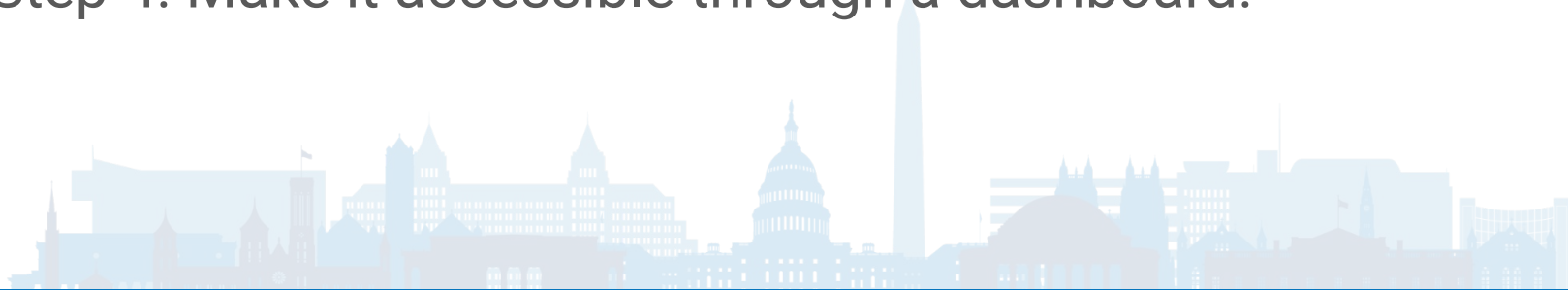
The background is a solid dark blue. In the lower portion, there is a light blue silhouette of a city skyline, featuring various building shapes, including a prominent dome and a tall, thin tower. Overlaid on the upper left is a large, light blue geometric shape composed of several overlapping triangles and polygons, creating a dynamic, abstract pattern.

How we used Google Tag Manager and GA4 to capture this data



How do you get from Point A to Point B?

- Step 1: Define what data you need.
- Step 2: Get the data where you can access it.
- Step 3: Use Google Tag Manager to send data to Google Analytics.
- Step 4: Make it accessible through a dashboard.



Get data from website usage into Google Analytics

Drupal

Toolkit/Guide

Language

English
Spanish

Training Category *

Partnerships
Recruitment and Retention
Title X Administrative Operations
Title X Financial Operations
TPP Program Essentials

Topics

Communication and Dissemination
Community Education, Participation, and Engagement
Community Engagement
Contraception
Cost Analysis

OPA Program *

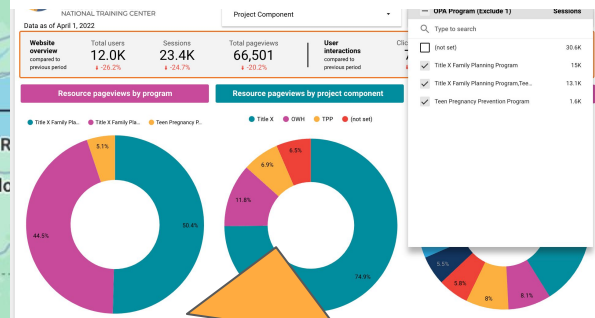
☐ Teen Pregnancy Prevention Program
☒ Title X Family Planning Program

DataLayer



Google Tag Manager

Looker Studio



Google Analytics

Step 1: What data do you need to answer stakeholder questions?



Track details about the event

- Number of guests
- Type venue
- Food
- Date
- Type of flowers
- Centerpieces
- Seating arrangements



To put this in Google Analytics speak....

Wedding

- Number of guests
- Type venue
- Food
- Date
- Type of flowers
- Centerpieces
- Seating arrangements

Event: The action you want to track

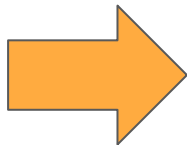
Parameters: additional details about that action



Stakeholder question

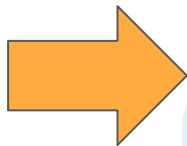
What parameters do you need to track.

What content topics are readers most interested in?



Page topic

Which articles published in 2024 are the most popular?



Page publish date



Resource Type

Toolkit/Guide ▾

Language

English
Spanish

Training Category *

Partnerships
Recruitment and Retention
Title X Administrative Operations
Title X Financial Operations
TPP Program Essentials

Topics

Communication and Dissemination
Community Education, Participation, and Engagement
Community Engagement
Contraception
Cost Analysis

OPA Program *

☐ Teen Pregnancy Prevention Program
☒ Title X Family Planning Program

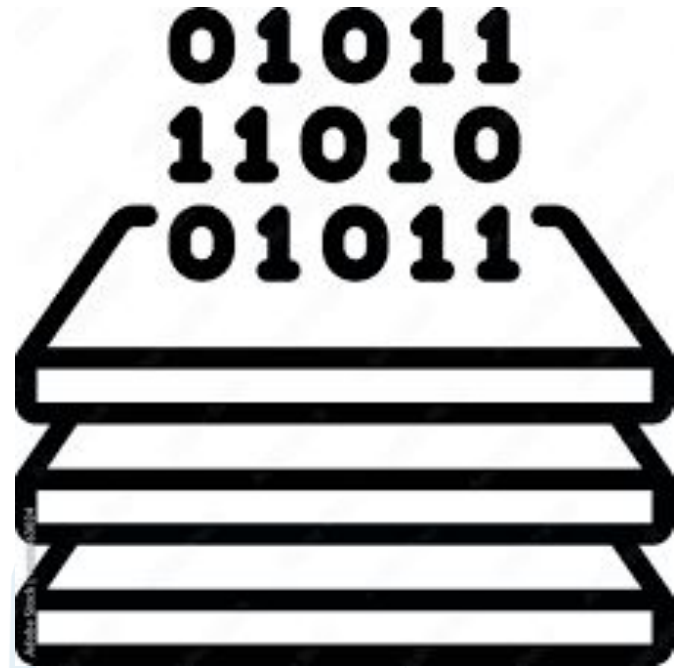
Project Component

OWH
Title X
TPP

Do you have the data you need in Drupal?



**Step 2: Surface this
metadata in the datalayer.**



CMS



Datalayer



Download & Extend

[Drupal Core](#)

[Distributions](#)

For this project, we used the dataLayer module

dataLayer

[View](#)

[Version control](#)

[Automated testing](#)

Get content/entity/user data from inside Drupal to the client-side/front-end.

Outputs various CMS page meta data (like content type, author uid, taxonomy terms), which can be used for all kinds of front-end features. This works for all entity types and is easy to extend with hooks.

[Documentation in the README](#)

Often used for [Google Tag Manager](#).

The "dataLayer" is just a front-end standard for passing info around, for example allowing your server-side to inform javascript behaviors. It enables plenty of 3rd party services (like [Google Tag Manager](#)) to access web application data. Regardless, you should use this juicy data to implement super-awesome-great client-side features, like... [anonymous user tracking](#), etc.



★ 39

Maintainers



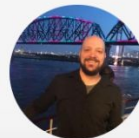
[ejothebrave](#)



[lesleyfernandes](#)



[bighappyface](#)



Step 3: Use Google Tag Manager to send data to Google Analytics



Google Tag Manager



GOOGLE ANALYTICS

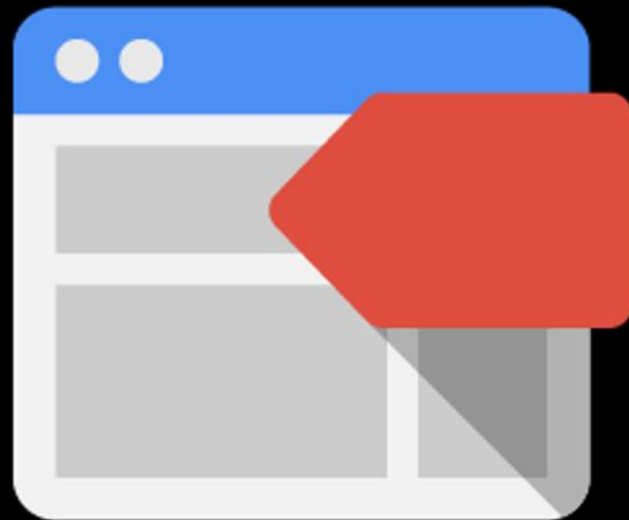


GOOGLE TAG MANAGER





Google Analytics
“What”
Data | Insights



Google Tag Manager
“How”
Add and remove tracking

Trigger: The Cause

‘On Sunday at 9pm,
stream the new episode
of White Lotus.’

Tag: What You Want to
Happen





Title X Staff Training Plan Toolkit

Toolkit/Guide Mandatory Reporting Title X Family Planning Program

Last Reviewed: 2023-04
Source: RHNTC

Save



Share



When a user
saves a
resource....

... the associated
metadata gets
captured and sent to
GA4

In This Resource:

Welcome

[How to Use the Toolkit](#)

[Title X Staff Training
Expectations](#)

[Staff Training Option 1: Use the
web-based RHNTC Training
Tracking System](#)

[Staff Training Option 2: Use the
stand-alone RHNTC training
plan resources](#)

Welcome to the Toolkit

Training on select topics either
enhances staff capacity, and having a
strong understanding of their skills and also receive
staff training can help ensure that

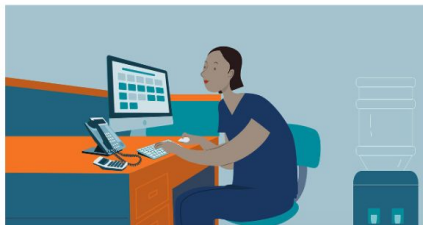
RHNTC supports Title X agencies to
build their networks—training plans.

Use the first section of the toolkit to refresh
yourself on Title X staff training expectations.

The next two sections outline two different
approaches for creating training plans and tracking
staff progress:

1. Option 1: Use the web-based RHNTC Training Tracking System.

The RHNTC website allows users with a special



Every time a user saves a resource, GTM sends additional data to Google Analytics.

eventSettingsTable

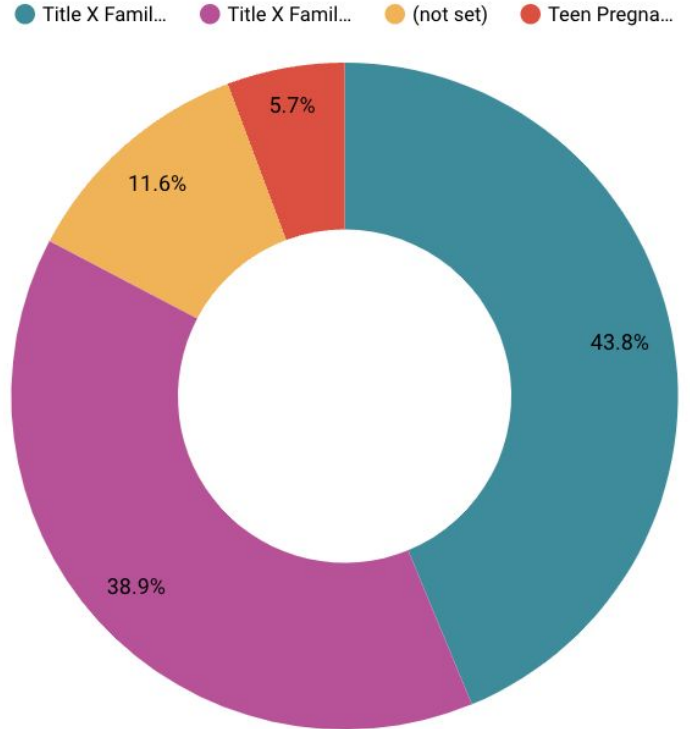
```
[
  {parameter: "page_type"},
  {
    parameter: "page_title",
    parameterValue: "Completing an Abbreviated Cost Analysis Toolkit " +
      "| Reproductive Health National Training Center"
  },
  {
    parameter: "opa_program",
    parameterValue: "Title X Family Planning Program"
  },
  {
    parameter: "resource_purpose",
    parameterValue: "Support Implementation"
  },
  {parameter: "resource_type", parameterValue: "Toolkit/Guide"},
  {parameter: "page_topic_1", parameterValue: "Cost Analysis"},
  {parameter: "page_topic_2"},
  {parameter: "page_topic_3"},
  {
    parameter: "page_category_1",
    parameterValue: "Title X Financial Operations"
  },
  {parameter: "page_category_2"},
  {parameter: "project_component", parameterValue: "Title X"}
]
```

Event Name

"save_content"

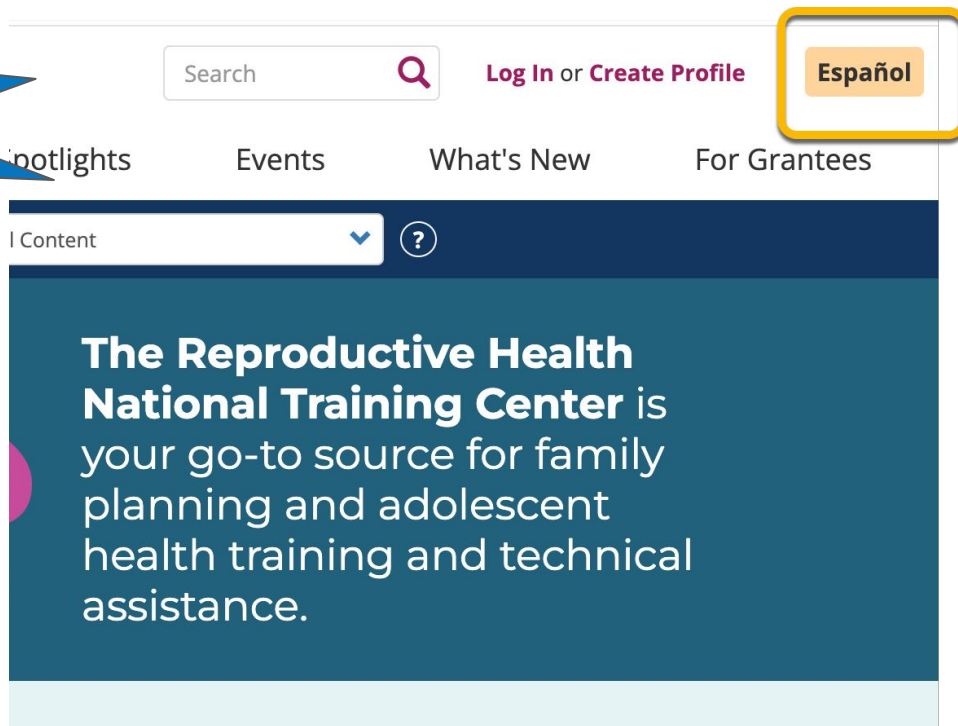
Step 4: Pull Google Analytics data into a user-friendly dashboard

Resource pageviews by program



Surprise!!

Step 5: Adjusting for website updates



Add new CMS fields to the datalayer

Resource Type

Toolkit/Guide

Language

English
Spanish

Training Category*

Counseling and Services
Access to Services
Partnerships
Recruitment and Retention
Research, Evaluation and Improvement

Topics

Outcome Measures
Parent/Caregiver Engagement
Partnership Development
Patient Experience
Preconception and Preventive Health

Adjust GTM and Google Analytics 4 tag

eventSettingsTable

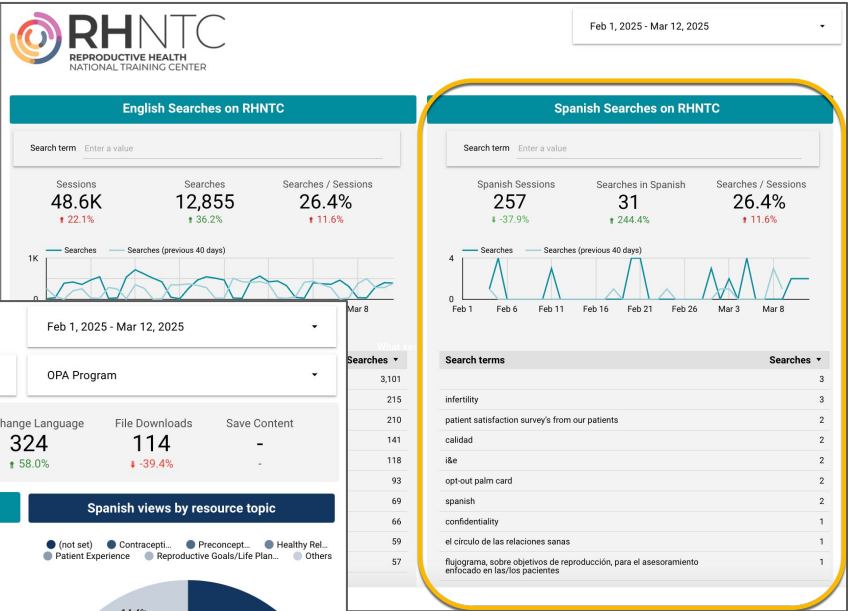
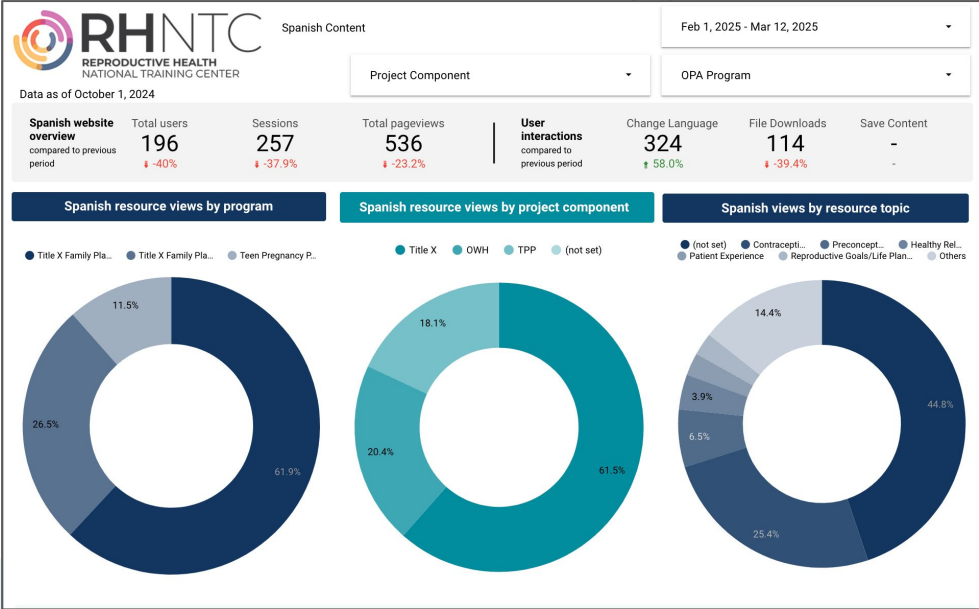
```
[
  {parameter: "content_type", parameterValue: "resource_cta"},
  {
    parameter: "item_id",
    parameterValue: "https://rhntc.org/es/register?source_entity_type" +
      "=node&source_entity_id=347"
  },
  {parameter: "link_text", parameterValue: "Inscribirse en el curso"},
  {
    parameter: "opa_program",
    parameterValue: "Title X Family Planning Program"
  },
  {parameter: "resource_purpose", parameterValue: "Build Skills"},
  {parameter: "resource_type", parameterValue: "eLearning"},
  {
    parameter: "page_topic_1",
    parameterValue: "Achieving Pregnancy and Infertility"
  },
  {parameter: "page_topic_2"},
  {parameter: "page_topic_3"},
  {
    parameter: "page_category_1",
    parameterValue: "Counseling and Services"
  },
  {parameter: "page_category_2"},
  {
    parameter: "intended_audience",
    parameterValue: "Health Educator/Counselor/Medical Assistant, Mana" +
      "ger/Administrator/Coordinator,Clinical Provider/" +
      "Nurse"
  },
  {parameter: "language_setting", parameterValue: "es"},
  {parameter: "entity_subtype", parameterValue: "resource"}
]
```


Include user-provided data from your website ☐ false

Event Name

"select_content"

Add to dashboard



The background features a dark blue gradient with a stylized city skyline at the bottom, including the US Capitol dome and the Washington Monument. Large, light blue geometric shapes, including a triangle and a parallelogram, are positioned on the left side of the slide.

Just because we now have the data, doesn't mean we can use it

Now what? How do we actually
see this data?

Getting data out of GA4 is tough. Make it easier.

- For GA4, Google removed many of the standard reports.
- Especially an issue when trying to pull data about specific events/parameters.
- Google's LookerStudio is a free alternative to Tableau.
 - Looker Studio is free, but requires customization
 - Tableau is more powerful, but requires \$\$ licenses



Data as of April 1, 2022

**Website
overview**
compared to
previous period

Total users
45.8K
↑ 2.7%

Sessions
98.7K
↑ 11.9%

Total pageviews
579,899
↑ 24.3%

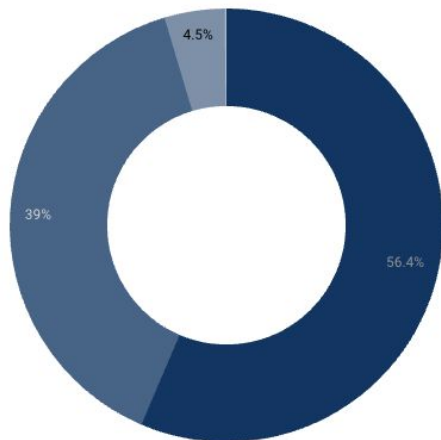
**User
interactions**
compared to
previous period

Clicks Off Site
26.1K
↑ 143.0%

File Downloads
26.9K
↑ 8.8%

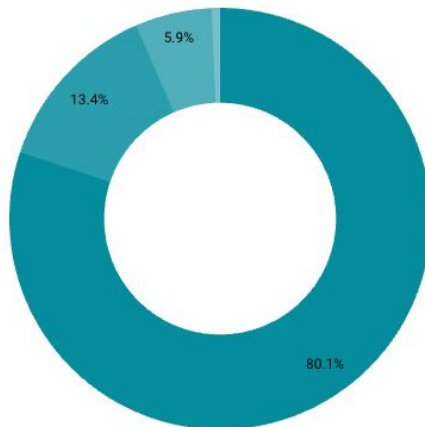
Resource pageviews by program

● Title X Famil... ● Title X Famil... ● Teen Prega... ● (not set)



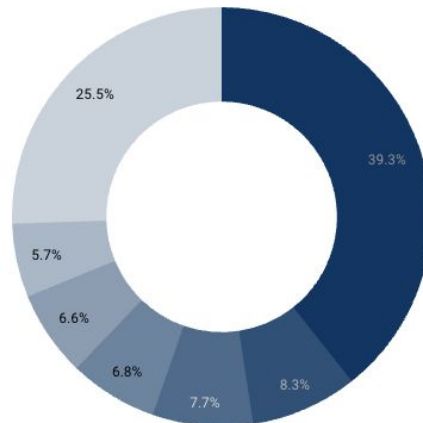
Resource pageviews by project component

● Title X ● OWH ● TPP ● (not set) ● OWH,TPP,... ● TPP,Title X



Pageviews by resource topic

● (not set) ● Contracepti... ● Human Traf... ● Family Parti... ● Introduction to Title X ● Preconception and Preven... ● Others



Top saved content

Page title

Saves

Title X Orientation: Program Requirements for
Title X Funded Family Planning Projects eLearning

32

Top files downloaded

File Downloaded

Downloads

rhntc_birth_control_methods_chart_9-19-2024....

1,796

Toolkit Usage

Views

926.0

Jan 1 Jan 22 Feb 12 Mar 5

Engaged Reads

389

% Engaged Reads

42%

User
interactions

Supportive Resources

570.0

↑ 4.0%

Downloads

-

Saves

2

↓ -50.0%

Shares

-

-

Supportive resources clicked

Link Clicked

Clicks

<https://rhntc.org/resources/introduction-quality-family-planning-recommendations-elearning>

142

<https://rhntc.org/resources/introduction-reproductive-anatomy-and-physiology-elearning>

66

<https://rhntc.org/resources/determining-your-clients-need-services-and-discussing-reproductive-goals>

48

<https://rhntc.org/resources/sexually-transmitted-infections-services-elearning>

39

<https://rhntc.org/resources/contraceptive-methods-and-guidelines-their-use-elearning>

31

<https://rhntc.org/resources/pregnancy-testing-and-counseling-elearning>

30

<https://rhntc.org/resources/support-achieving-healthy-pregnancy-elearning>

28

<https://rhntc.org/resources/client-centered-reproductive-goals-and-counseling-flow-chart>

26

<https://rhntc.org/resources/clinical-pathway-family-planning-services-chart>

24

<https://rhntc.org/resources/family-planning-and-related-preventive-health-services-checklists-women->

24

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Click on toolkit right nav

Navigation item

Clicks

howto

16

contraceptivecounselingeducation

14

introqfp

12

navbar

10

reproanatomyphys

10

supportachievingpregnancy

9

pregtestcounseling

7

determiningneed

3

stdservies

3

1 - 9 / 9



Streamlining our reports back to our funder

How we operationalize the data:

- Automatic monthly report to all team members
- Review workflows for different teams

How we use the data:

- Showing our project reach and demand for content
- Monthly, mid-year, and annual reporting
- Search term analysis
- Updating existing resources
- Creating new resources



The background is a solid dark blue. In the upper left, there are two lighter blue geometric shapes: a large curved shape and a smaller right-angled triangle. At the bottom, there is a silhouette of a city skyline in a medium blue color. The skyline includes the U.S. Capitol building with its dome, the Washington Monument, and various other skyscrapers and buildings.

You can do this, too

Key players



Content Owner

Knows what questions we need to answer about the content and what metadata is available.



Analytics/Data Manager

Understands how to use Google Tag Manager, Google Analytics and dashboard tools.

Can translate stakeholder questions into data requirements.



Developer

Helps with cleaning and formatting data.

Google Tag Manager uses Javascript.

Roadmap for implementation

Get clear about what data you need.

Visualize the data to make it easy to use and understand.

Make sure you are collecting that data

Use a DataLayer module to make accessible to GTM

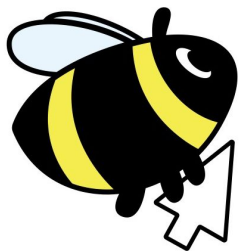
Configure Google Tag Manager to send data to Google Analytics

My Favorite GA4 and Tag Manager Resources

- I'm teaching a virtual GA4 class starting April 8 at [Center for Digital Strategy](#)
- All things GTM (very technical): <https://simoahava.com/>
- Good series of YouTube videos: <https://www.youtube.com/@AnalyticsMania>
- Detailed to [guides to many GA4 topics](#)
- How to [track forms with GTM](#). This article is so helpful



Questions? Thank you!



Emily Patterson, Bee Measure

emily@beemeasure.com



Elizabeth Costello, JSI

elizabeth_costello@jsi.com

