YOUR  
LOGO

**COMPANY NAME**

GOOGLE ANALYTICS 4 MIGRATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to manage your Google Analytics 4 (GA4) migration. We specialize in seamless analytics transitions that ensure data continuity, compliance, and enhanced tracking capabilities.  
  
This proposal outlines our approach to migrating [Client Name]'s analytics setup from Universal Analytics to Google Analytics 4.

# Project Objectives

The primary goals are:  
  
- Ensure a smooth and complete transition to GA4  
- Preserve historical data compatibility where possible  
- Enhance tracking and reporting for modern data needs  
- Support training and adoption of the new GA4 interface

# Proposed Services

Our GA4 migration services include:  
  
- Audit of existing Universal Analytics setup  
- Development of GA4 implementation strategy  
- Configuration of GA4 properties, data streams, and events  
- Migration of custom dimensions, goals, and ecommerce tracking  
- Integration with Google Tag Manager (GTM) and other platforms  
- Training and post-migration support

# Scope of Work

Scope includes:  
  
- Initial audit and gap analysis  
- GA4 property and data stream setup  
- Custom event tracking implementation  
- Reporting and dashboard configuration  
- Knowledge transfer and training sessions  
- Post-migration support for troubleshooting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Audit & Strategy | Review current setup and define migration strategy | [Start Date] |
| Implementation & Configuration | Setup GA4 properties, streams, and custom tracking | [Date] |
| Testing & Validation | Ensure accurate data collection and reporting | [Date] |
| Training & Support | Conduct training sessions and provide ongoing support | [Completion Date] |

# Pricing

Estimated cost breakdown for GA4 migration services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Audit & Migration Strategy | Assess current setup and plan GA4 migration | [Amount] |
| Implementation & Tracking Setup | Configure GA4 properties, events, and integrations | [Amount] |
| Testing & QA | Validate tracking accuracy and reporting | [Amount] |
| Training & Support | Provide user training and post-migration assistance | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a certified analytics consultancy with extensive experience in Google Analytics implementations.  
  
- Experience: [X] years in web analytics and performance tracking  
- Expertise: GA4 migrations, data visualization, tracking strategies  
- Mission: To empower businesses with accurate and actionable analytics data

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: GA4 migration for a leading e-commerce brand  
- Outcome: Seamless transition with enhanced event tracking and reporting accuracy  
  
Testimonial:  
“[Your Company Name] made our GA4 migration effortless, ensuring our tracking capabilities were fully optimized.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes audit, migration, testing, training, and support.  
Client Responsibilities: Provide access to Google Analytics, GTM, and relevant stakeholders.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this Google Analytics 4 migration proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_