

Google Analytics 4 for Content Hubs

Content updated: 09/24/2026

 This article is designated for administrators.

About

Google Analytics 4 (GA4) lets you measure traffic and engagement in Content Hubs. This article explains how to connect your Content Hub to GA4 and validate that GA4 is collecting data.

Content Hubs uses client-side navigation, which means visitors can move between pages without a full page reload. To track these page views, your GA4 web data stream must be configured to track page changes based on browser history events.



The setup in this article tracks activity in your Content Hub. To send player events to GA4, you also need to configure Google Analytics in the player. See [Integration settings in the player](#).

Before you start

Make sure you have a Google Analytics account with a GA4 property and a web data stream for your Content Hub. A web data stream represents your Content Hub website in GA4 and is associated with your Content Hub URL.

If you need to create a GA4 property or web data stream, see [Set up Analytics for a website and/or app](#).

Configure GA4 for Content Hubs

Configure the web data stream

1. Sign in to your Google Analytics account.
2. Click **Admin** in the lower-left corner.
3. Make sure the GA4 property for your Content Hub is selected at the top of the page.
4. Under **Data collection and modification**, click **Data streams**.
5. Select the web data stream for your Content Hub.
6. Under **Enhanced measurement**, click the gear icon.
7. Under **Page views**, click **Show advanced settings**.
8. Make sure **Page changes based on browser history events** is selected.

This setting is selected by default for new web data streams. Keep it selected so GA4 can track page views when visitors navigate within your Content Hub without a full page reload.

9. Click **Save**.
10. Under **Google tag**, click **View tag instructions**.
11. Under **Install manually**, copy the Google tag.

The Google tag contains an external JavaScript URL and JavaScript configuration code. You'll add these to separate fields in the Content Hub configuration.

Configure the Google tag in Content Hubs

1. Go to the [Configuration Management console](#).
2. Open the **Application** module.
3. In the `headerJSlinks` field, add the URL from the `src` attribute of the first `<script>` element. For example:

https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX

4. In the `headerJS` field, add the JavaScript from inside the second `<script>` element. Don't include the opening and closing `<script>` tags. For example:

```
window.dataLayer = window.dataLayer || [];  
function gtag(){dataLayer.push(arguments);}  
gtag('js', new Date());  
  
gtag('config', 'G-XXXXXXXXXX');
```

Replace `G-XXXXXXXXXX` with the **Measurement ID** from your Google tag.

5. Confirm that the configuration looks similar to the following:

headerJS

Enter any JS to be run on all KMS headers. Do not use if you are not familiar with the JS inserted. Will not work on admin pages.

1

url

https://www.googletagmanager.co

+ Add "headerJS Slinks"

6. Click **Save**.

Validate the setup

1. Open your Content Hub and navigate through a few pages.
2. Return to Google Analytics.
3. Click **Admin** in the lower-left corner.
4. Make sure the GA4 property for your Content Hub is selected at the top of the page.
5. Under **Data collection and modification**, click **Data streams**.
6. Select the web data stream for your Content Hub.
7. Under **Google tag**, click **View tag instructions**.
8. Click **Test installation**.
Google Analytics confirms when the Google tag is detected on your Content Hub.
9. Close the installation instructions and click **Reports** in the left panel.
10. Click **Realtime overview** and confirm that activity from your Content Hub appears.
11. Click **Realtime pages**.
12. Navigate between several pages in your Content Hub without refreshing your browser.

Confirm that the different page paths appear in the report. This verifies that GA4 is tracking client-side navigation in your Content Hub.

Track events

Automatically collected events

GA4 automatically collects events that provide information about how visitors interact with your Content Hub. These can include events such as `page_view`, `session_start`, `user_engagement`, and `scroll`.

Some events are collected automatically, while others depend on the Enhanced Measurement settings configured for your web data stream.

To learn more, see [Automatically collected events](#).

Custom events

Before you create a custom event, check whether GA4 already collects the event automatically or provides a recommended event for the interaction you want to track.

For more information, see:

- [Automatically collected events](#)
- [Recommended events](#)

- [Analytics dimensions and metrics](#)

You can implement custom events using different methods, depending on your Google Analytics configuration. For website measurement, see:

- [Set up events with the Google tag](#)
- [Set up events with Google Tag Manager](#)

 For help tracking Content Hub interactions that aren't collected automatically by GA4, contact your Kaltura representative.