

Exclude internal traffic from Google Analytics 4

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: 5-10 minutes



Goal: To exclude all traffic that is generated by you, or your employees/contractors.

Ideal Outcome: Your internal traffic will not affect your Google Analytics' metrics.

Pre-requisites or requirements: Google Analytics needs to be set up on your website. If you haven't done so, follow [this SOP](#) instead.

Why this is important: Your internal traffic can seriously skew your metrics to the point of getting you to make wrong decisions. You want to keep your data clean and as accurate as possible.

Where this is done: In your Google Analytics 4 account.

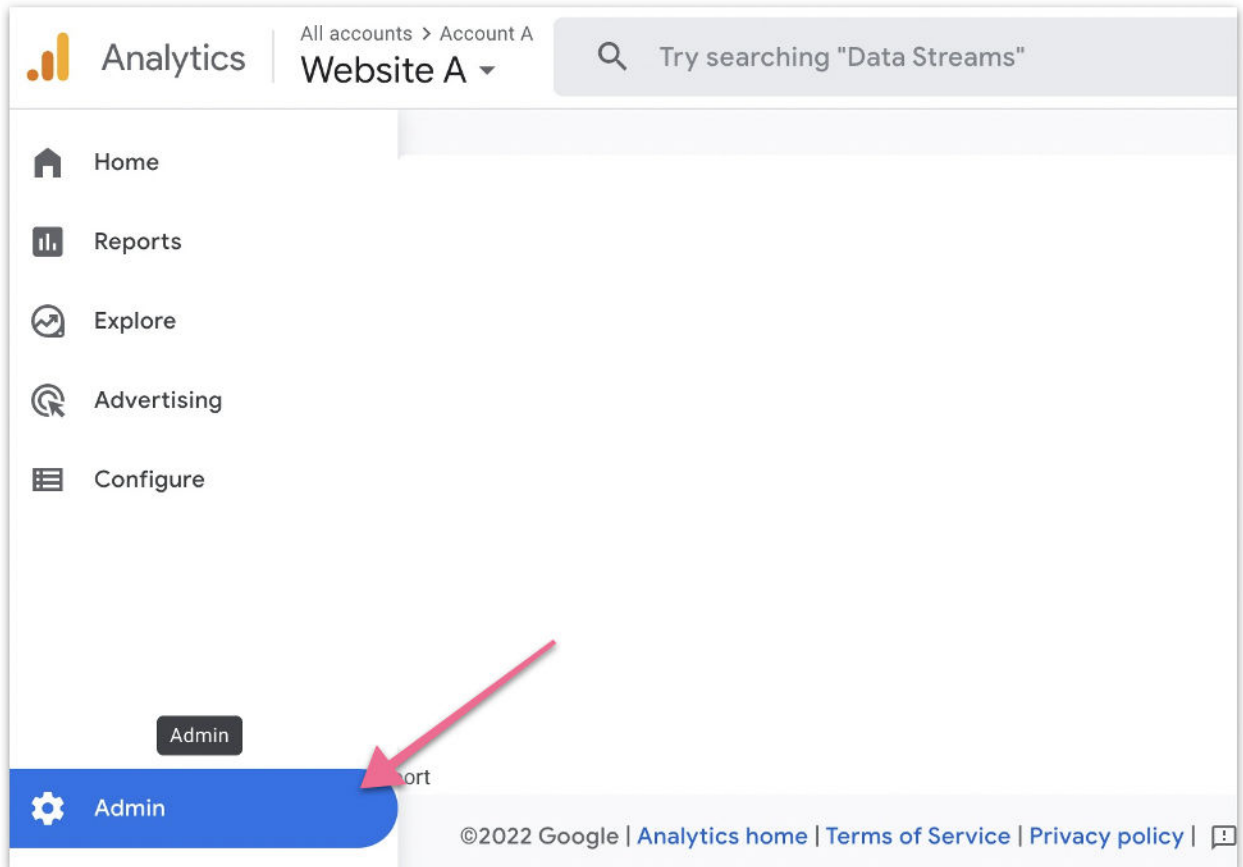
When this is done: As soon as you set up your Google Analytics account, and whenever you suspect internal traffic might be skewing your data.

Who does this: The person responsible for Analytics. You and your employees / contractors.

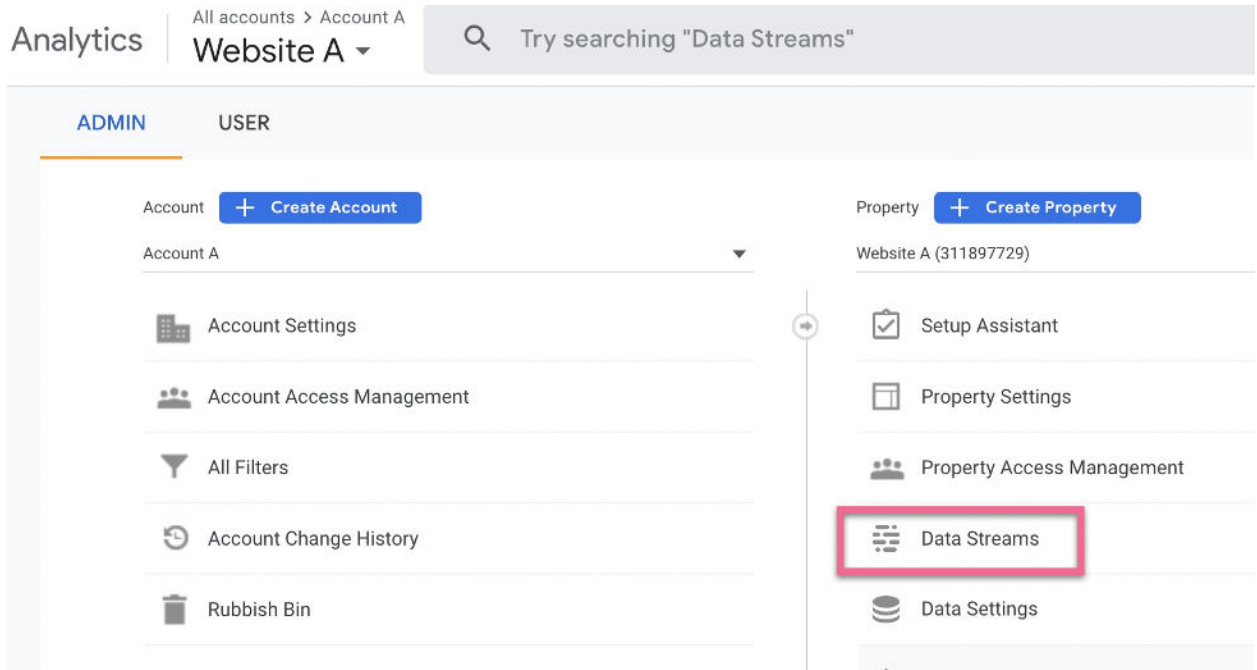
Define internal traffic in Google Analytics 4

1. Login to your [Google Analytics account](#).

2. Click "Admin".



3. Make sure you've selected the correct property (website) and select "Data Streams".



Analytics | All accounts > Account A | Website A

Try searching "Data Streams"

ADMIN | USER

Account + Create Account

Account A

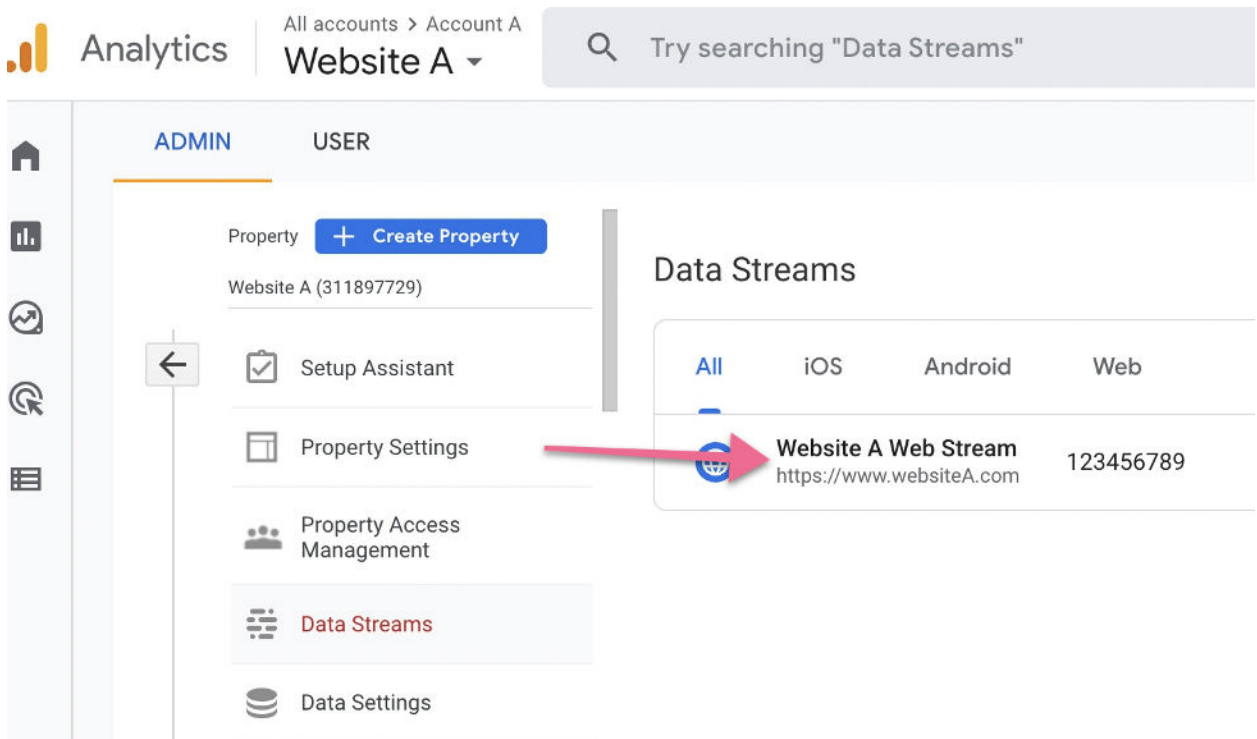
- Account Settings
- Account Access Management
- All Filters
- Account Change History
- Rubbish Bin

Property + Create Property

Website A (311897729)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams**
- Data Settings

4. Select your website that you want to implement Google Analytics 4.



Analytics | All accounts > Account A | Website A

Try searching "Data Streams"


ADMIN | USER

Property + Create Property

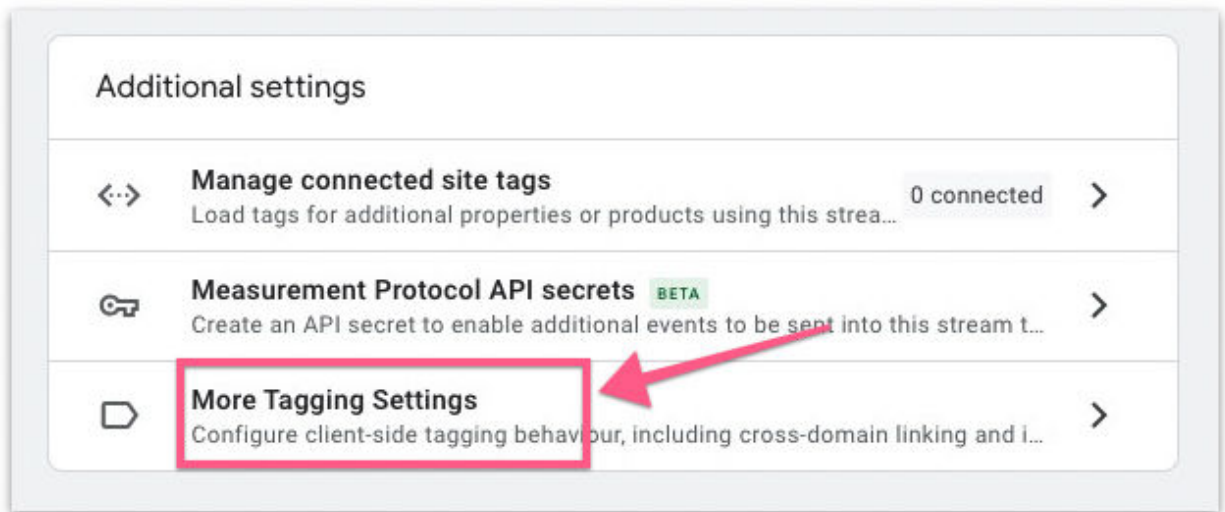
Website A (311897729)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams**
- Data Settings

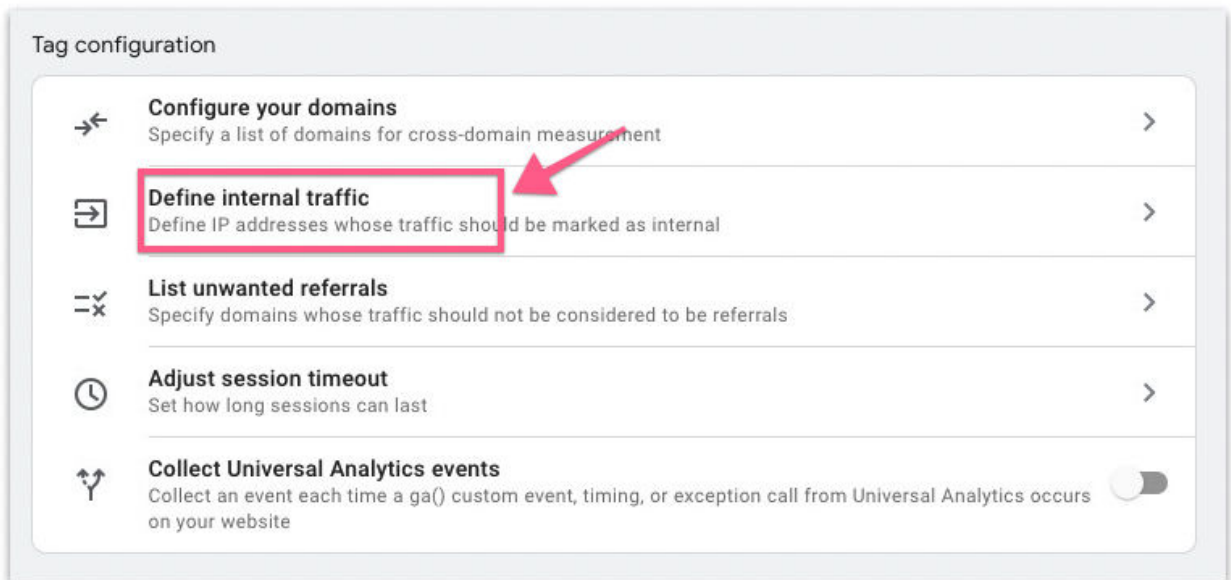
Data Streams

All	iOS	Android	Web
			
Website A Web Stream			123456789
https://www.websiteA.com			

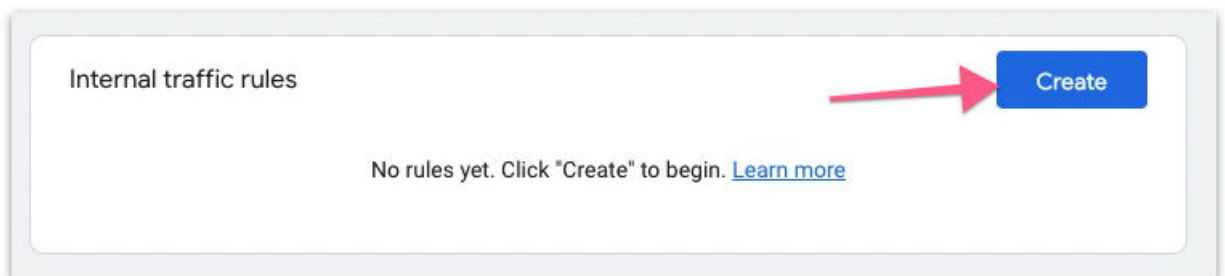
5. At the bottom of the page, click **"More Tagging Settings"** under Additional settings.



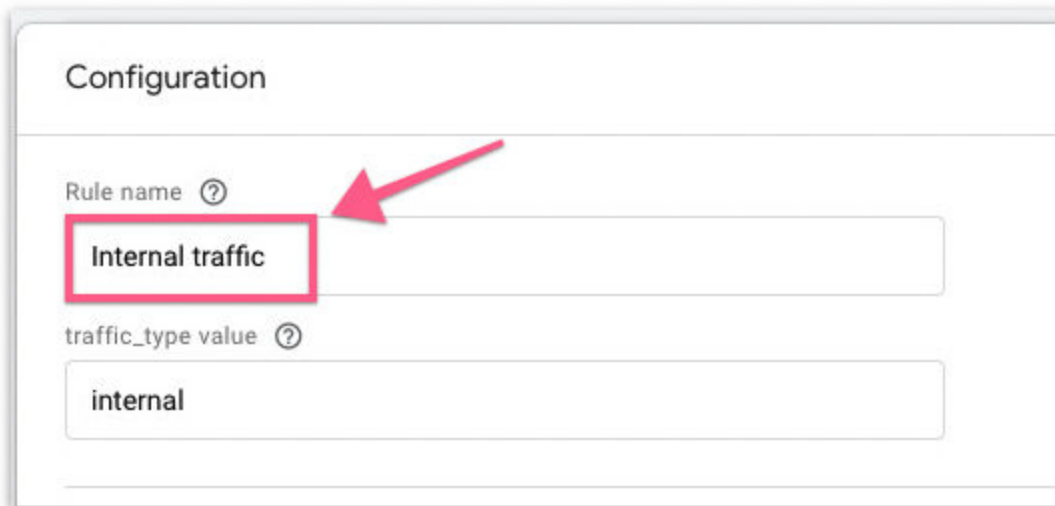
6. Click "Define internal traffic".



7. Click "Create" to define the internal traffic rules.



8. Change the Rule name to “Internal traffic” and leave the default traffic_type value to internal.



Configuration

Rule name [?]

Internal traffic

traffic_type value [?]

internal

Detailed description: This screenshot shows a 'Configuration' form. The 'Rule name' field is highlighted with a red box and a red arrow pointing to it from the right. The text 'Internal traffic' is entered in this field. Below it, the 'traffic_type value' field contains the text 'internal'.

9. Set the Match type to “IP address equals” and set the value to your IP address.



IP addresses [?] [What's my IP address?](#)

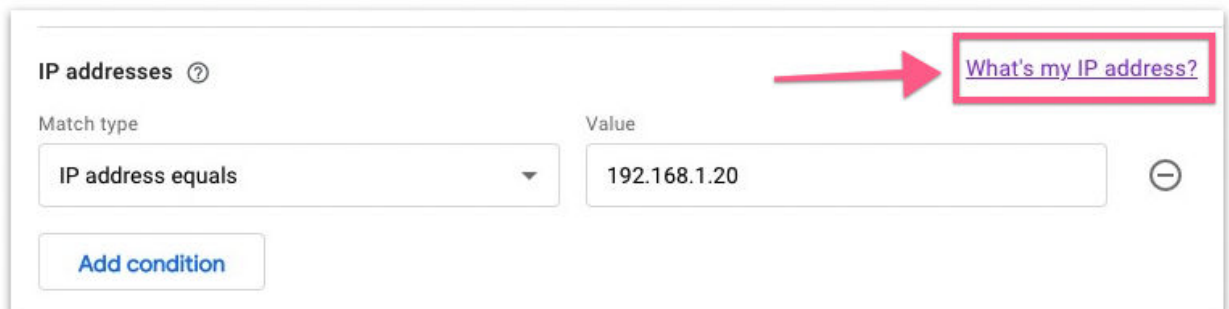
Match type Value

IP address equals 192.168.1.20

Add condition

Detailed description: This screenshot shows the 'IP addresses' section of a form. The 'Match type' dropdown menu is highlighted with a red box and a red arrow pointing to it from the right. The selected option is 'IP address equals'. The 'Value' field next to it contains '192.168.1.20'. A red arrow also points from the 'Match type' box to the 'Value' field. There is a link 'What's my IP address?' in the top right corner and an 'Add condition' button at the bottom left.

10. If you don't know what's your IP address, click “What's my IP address”, and Google will show your current IP address.



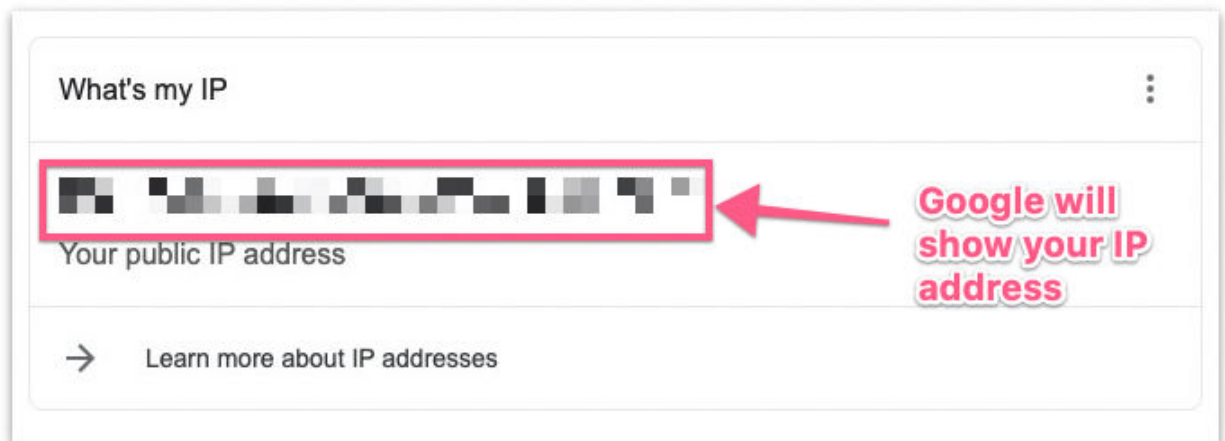
IP addresses [?] [What's my IP address?](#)

Match type Value

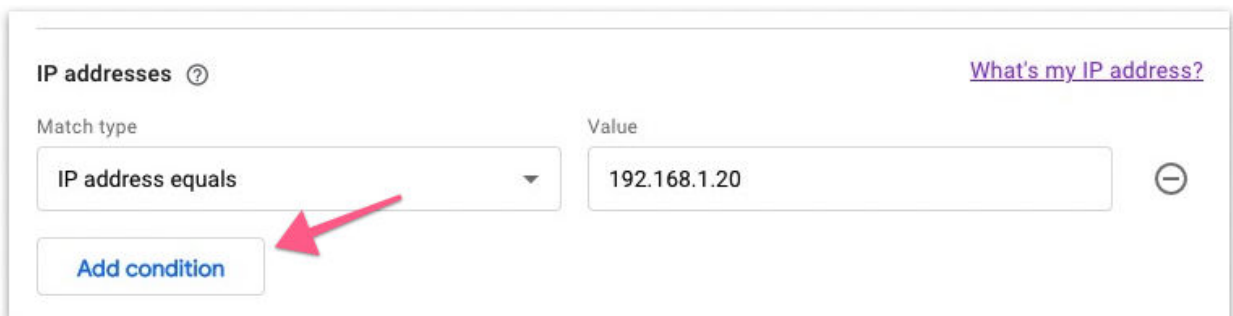
IP address equals 192.168.1.20

Add condition

Detailed description: This screenshot is similar to the previous one, but the link 'What's my IP address?' in the top right corner is highlighted with a red box and a red arrow pointing to it from the left. The rest of the form, including the 'Match type' dropdown and the 'Value' field, remains the same.



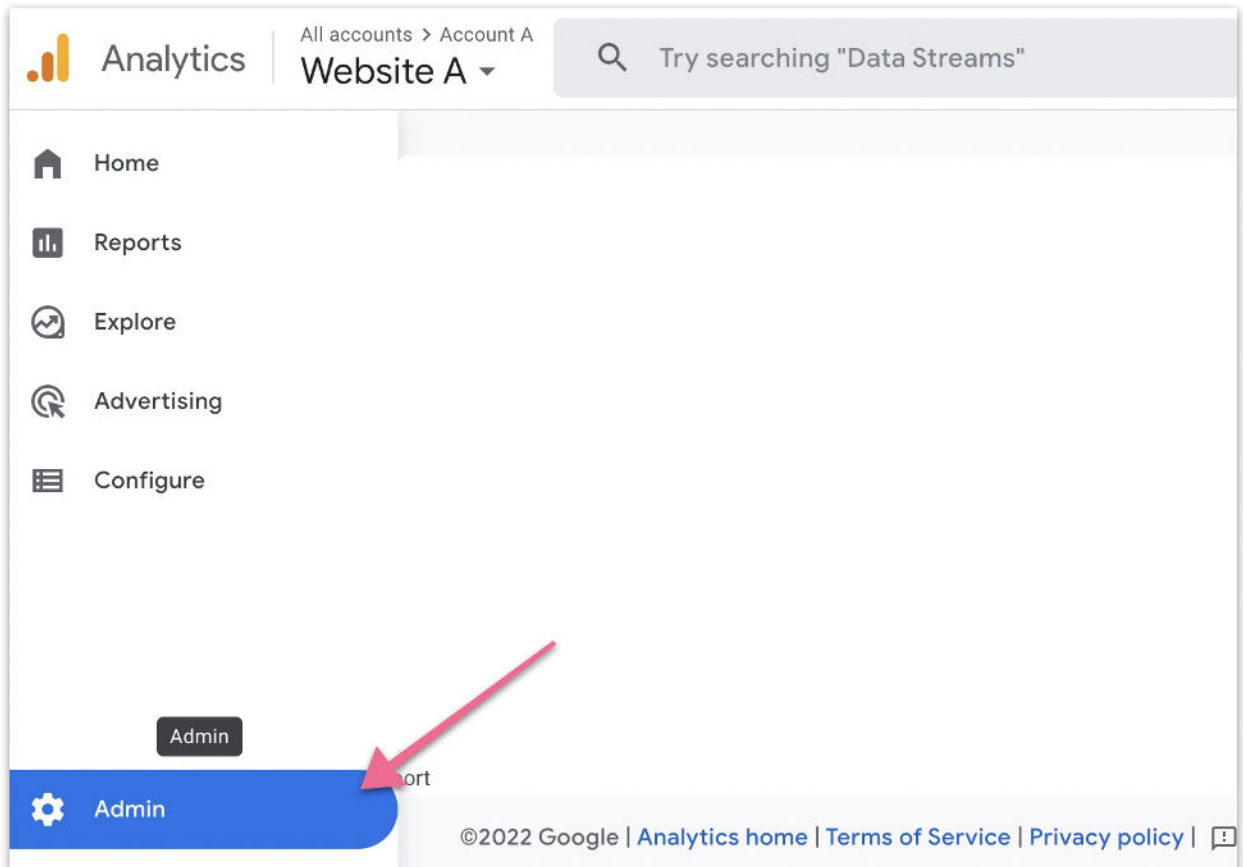
11. If you need to exclude multiple IP addresses, such as excluding traffic from your co-workers or other other devices, then click "Add condition" and repeat step 9.



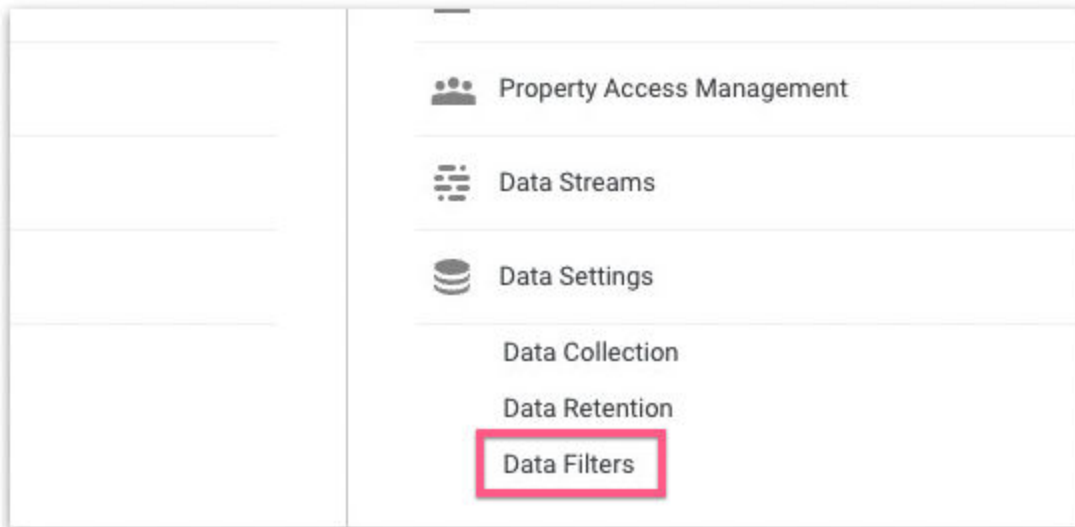
12. You have now defined the internal traffic in Google Analytics 4, go ahead and create a filter to exclude this internal traffic.

Activating internal traffic filter in Google Analytics 4

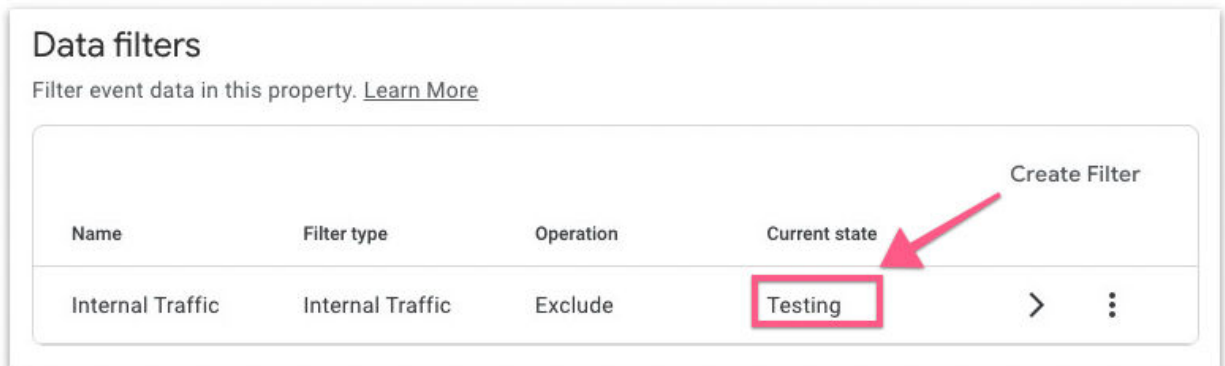
1. Login to your [Google Analytics account](#).
2. Click "Admin".



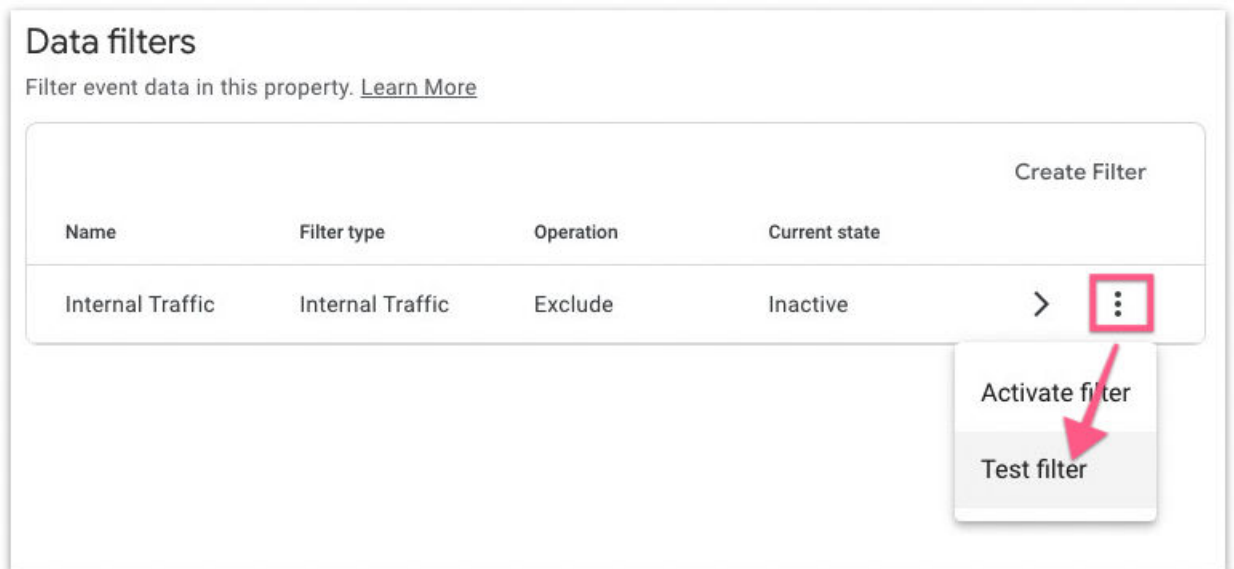
3. Click "Data Filters" under Data Settings.



4. You should see a filter for internal traffic. This is the default filter that is created when you create a Google Analytics 4 property. Make sure it is in testing mode.



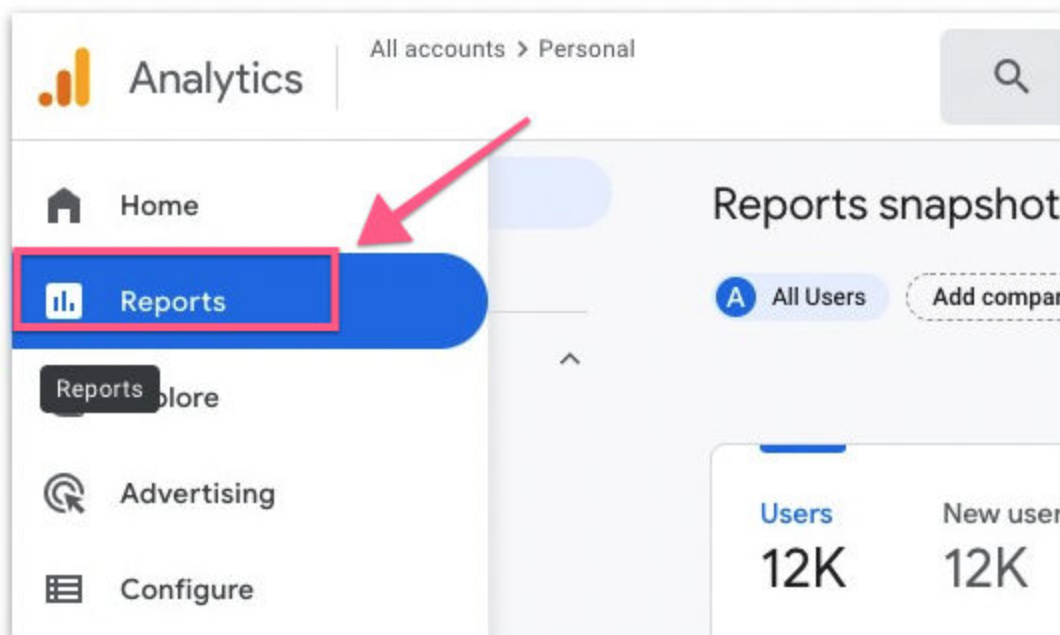
5. If it's not in testing mode, click on the 3 dot "kebab menu" and select "Test filter".

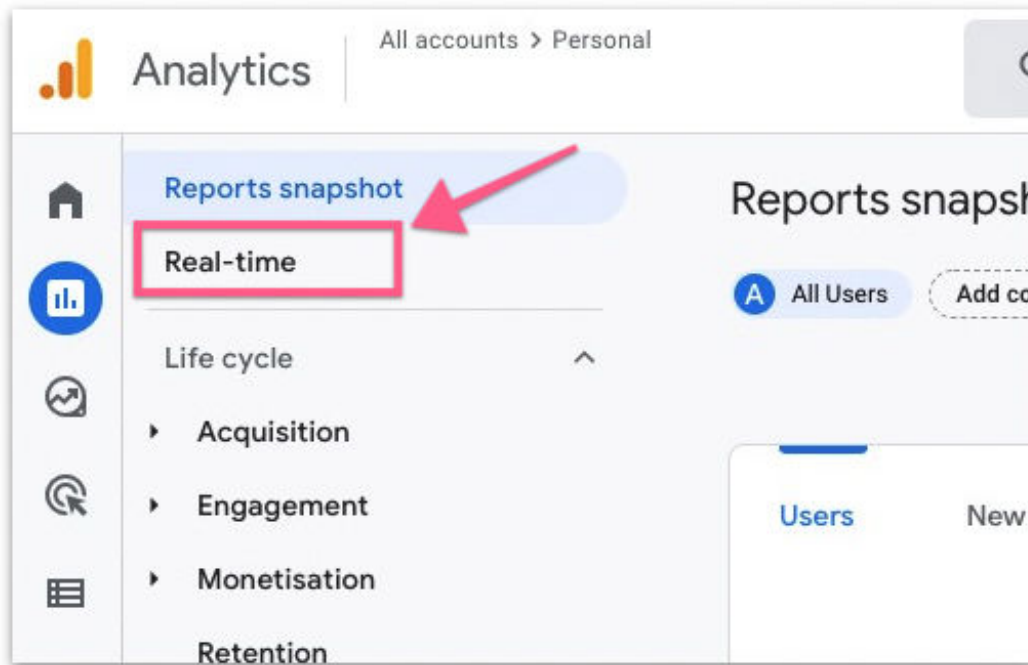


6. Now we need to test if the internal traffic filter is working. If it's working, then we will activate the internal traffic filter.

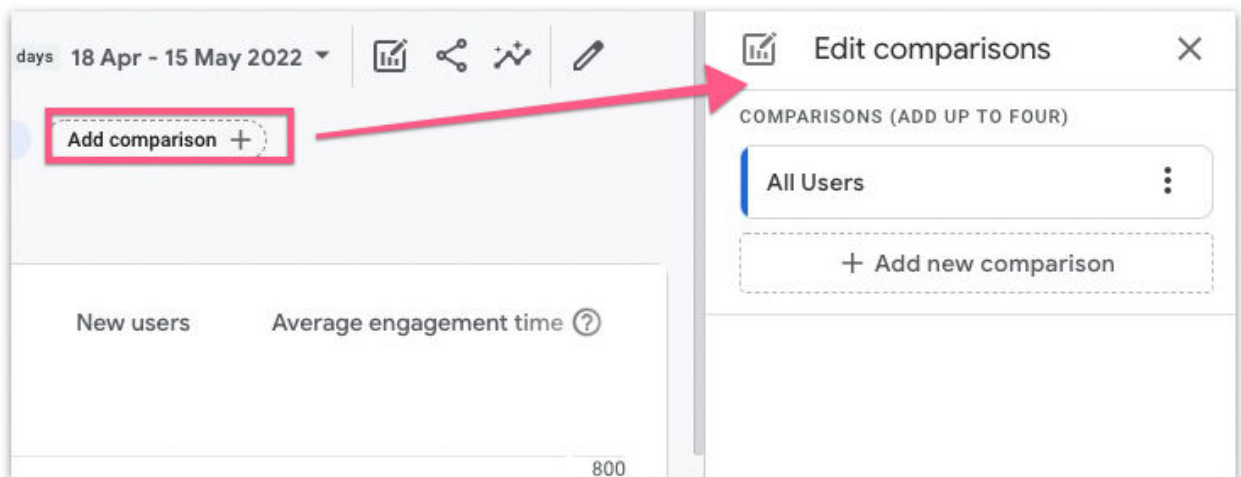
Important: Make sure you run this test as filtering in Google Analytics 4 is a destructive operation. Once you filter data, it's gone forever.

7. Head to Reports → Real-time.

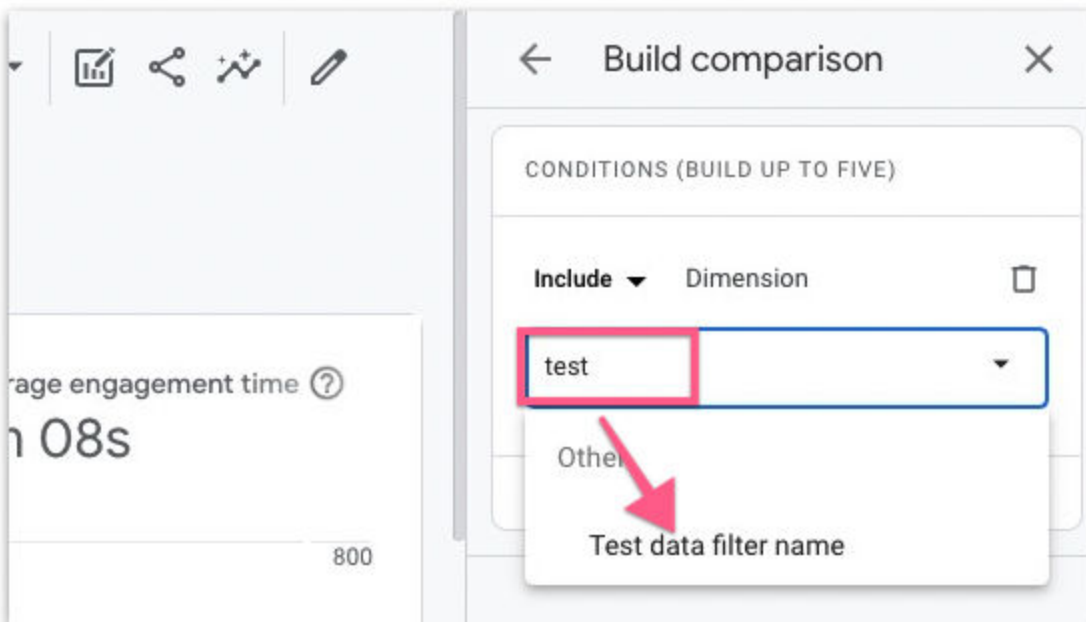
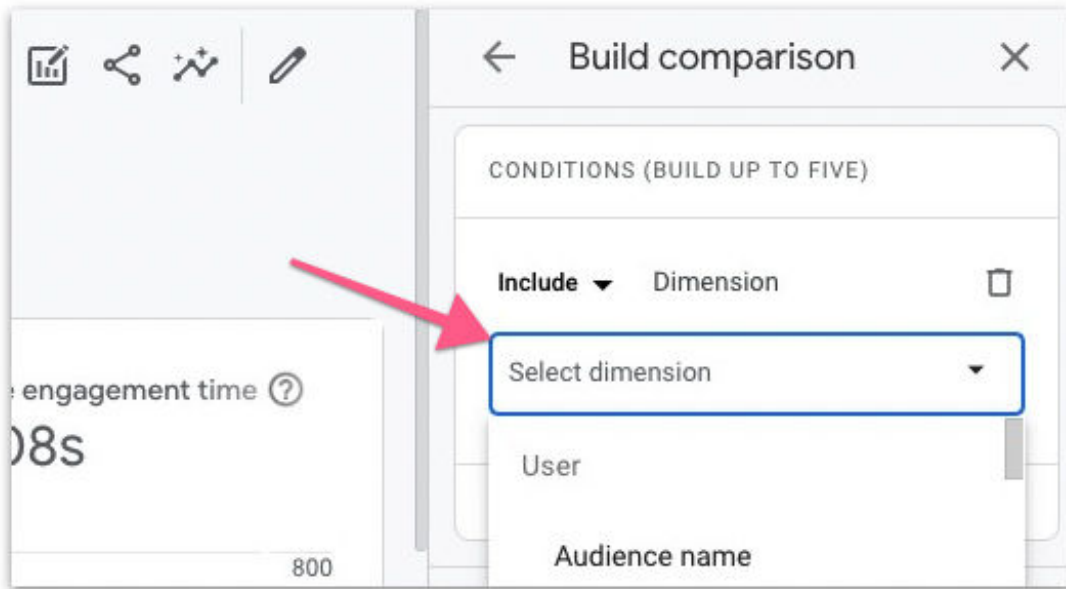




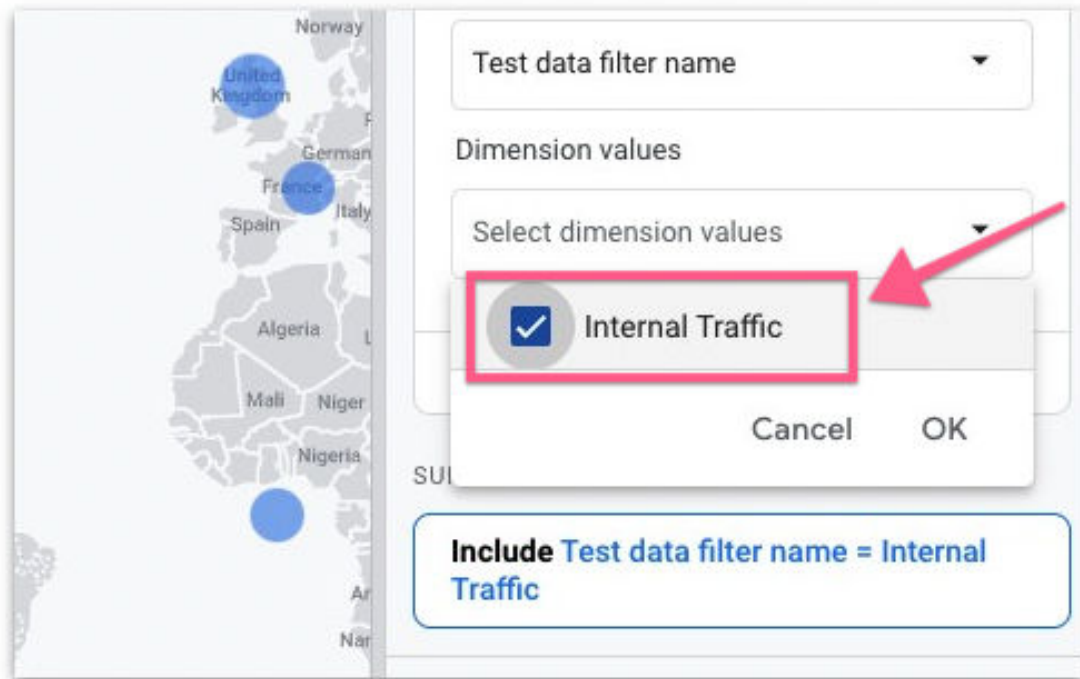
8. Click “Add comparison”, it should bring up the comparison editor.



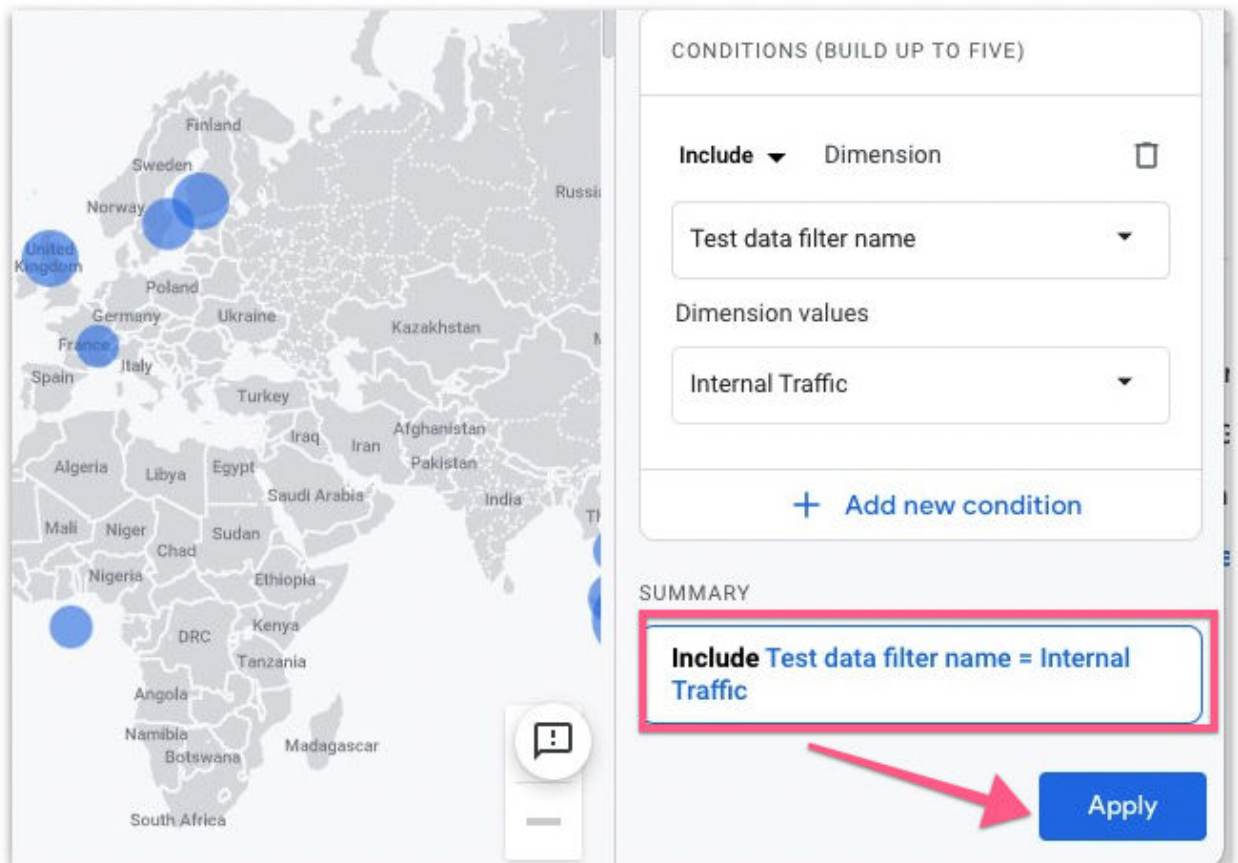
9. Click “Select dimension”, search for Test data filter name then select it.



10. Then click on “Select dimension values”, select “Internal Traffic”, and click OK.



11. Make sure the test filter is correct, then click “Apply”.



The screenshot shows the Google Analytics 4 Real-time report filter configuration interface. On the left is a world map with several blue circular markers indicating filter locations. On the right, the 'CONDITIONS (BUILD UP TO FIVE)' section is active, showing a filter rule: 'Include Test data filter name = Internal Traffic'. A red box highlights this rule, and a red arrow points from it to the 'Apply' button at the bottom right.

CONDITIONS (BUILD UP TO FIVE)

Include ▾ Dimension 🗑️

Test data filter name ▾

Dimension values

Internal Traffic ▾

+ Add new condition

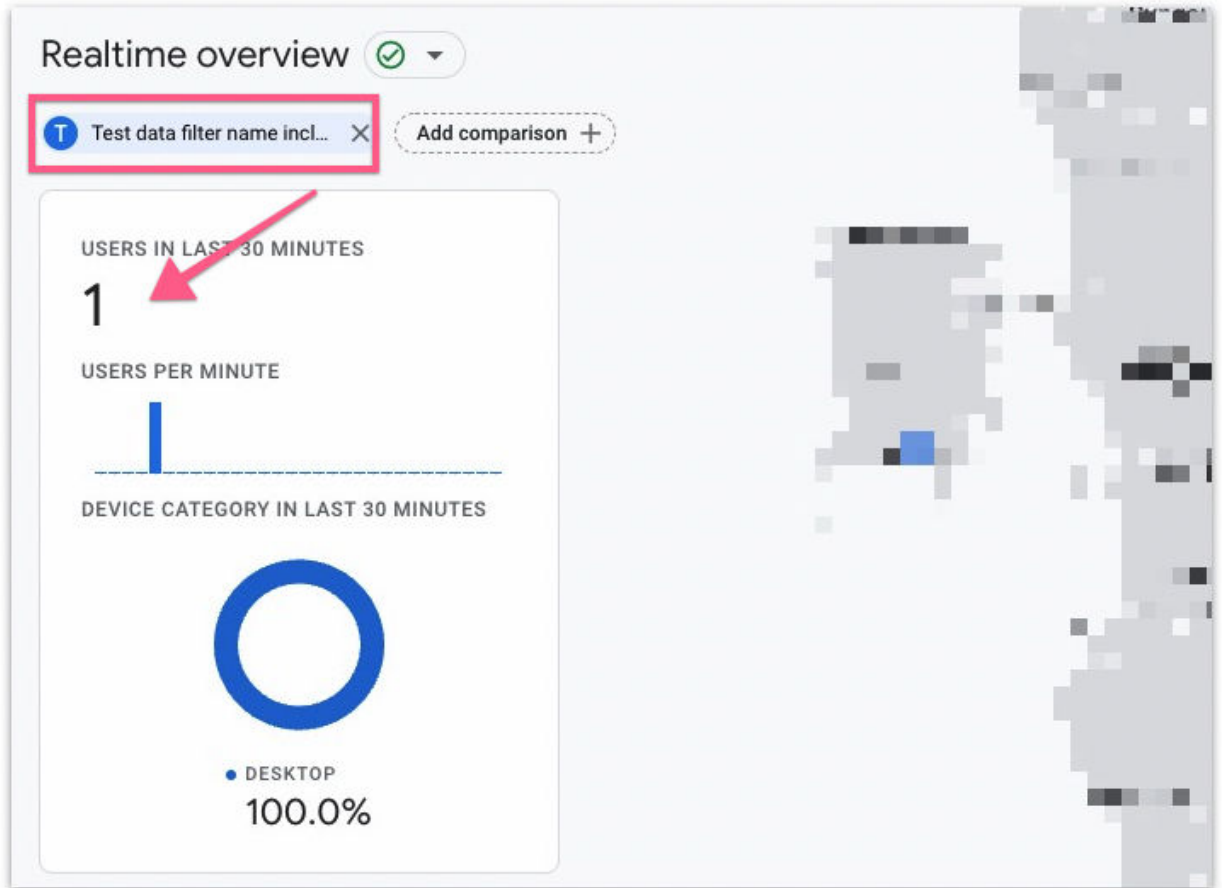
SUMMARY

Include Test data filter name = Internal Traffic

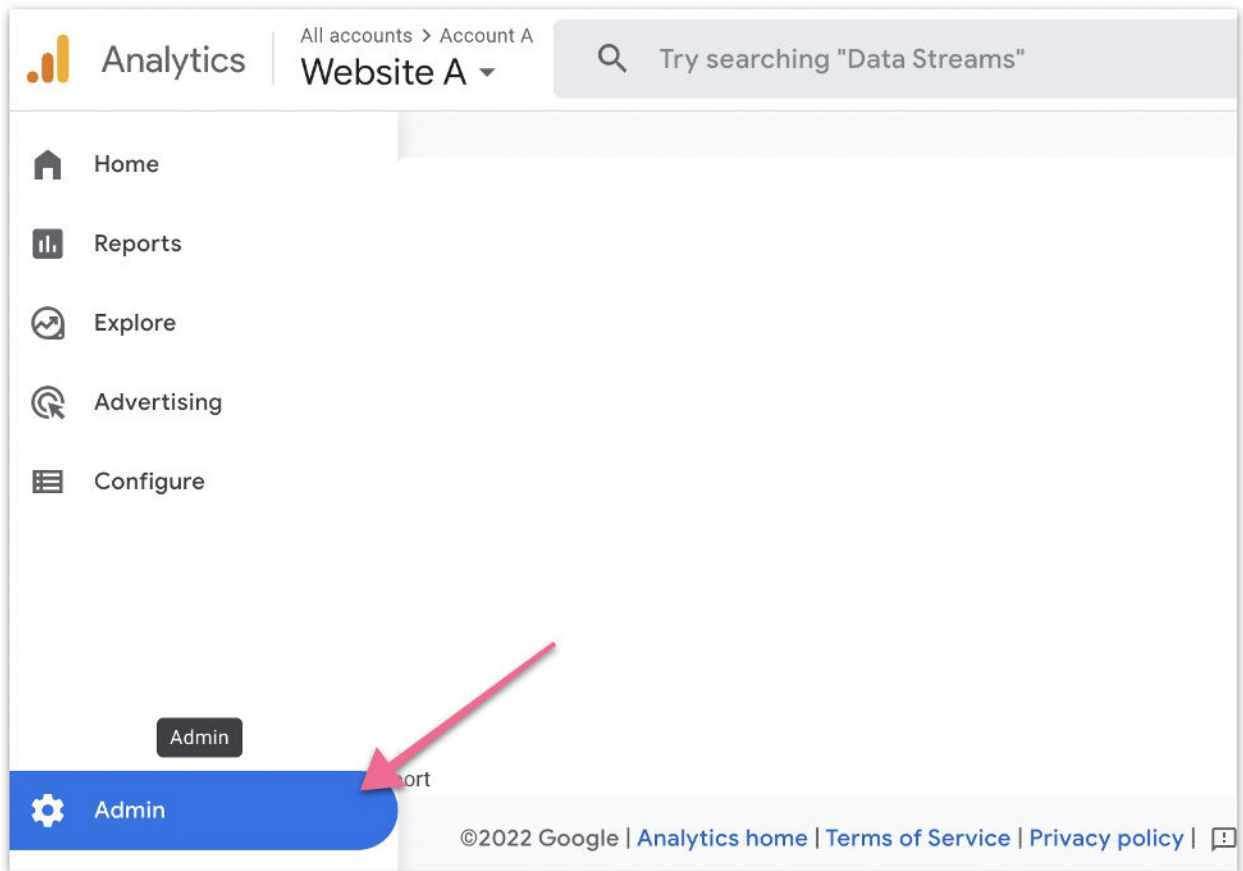
Apply

12. Now open a new tab in your browser visit your website.

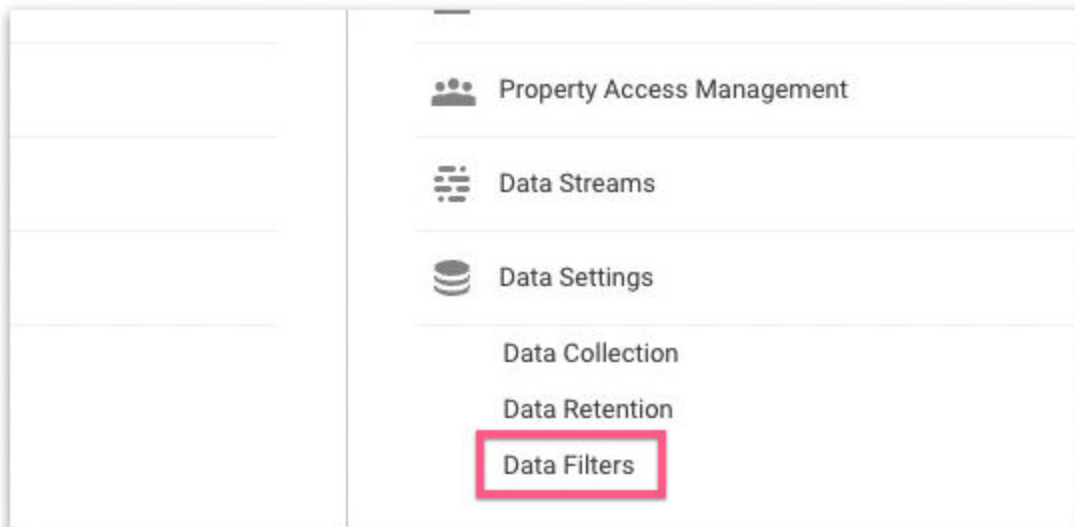
13. Then head back to the Google Analytics 4 Real-time report. You should see 1 user that is in the test data filter. If you see this data that means the internal traffic filter is working.



14. Head to admin again by clicking "Admin".



15. Click "Data Filters" under Data Settings.




16. Click the "kebab menu" and select "Activate filter".

Data filters

Filter event data in this property. [Learn More](#)

Create Filter

Name	Filter type	Operation	Current state	
Internal Traffic	Internal Traffic	Exclude	Testing	> 

Deactivate filter

Activate filter

17. Once it's active, you will have successfully excluded internal traffic from Google Analytics 4.