SETTING UP GOOGLE ANALYTICS (GA4) FOR THE FIRST TIME

A Complete Guide for Tourism Businesses

Google Analytics is a powerful—and free!—tool that helps you understand how people find and interact with your website.

Whether you're a small tourism operator or a larger destination organization, having access to this data can help you make better decisions about your marketing, content, and digital presence.

Whether you're just starting with Google Analytics or you've previously used Google's Universal Analytics (UA), this guide will help you set up a new GA4 property correctly.

This guide includes all the steps you need to get started, even if you've never used analytics before.

NOTE

Google Analytics is regularly updated, and some features or layouts may change over time. While we strive to keep this information current, you may notice slight differences in appearance or wording. For the most up-to-date details, please refer to Google's Analytics Help centre.

IMPORTANT

Google's Universal Analytics (UA) officially stopped collecting data on July 1, 2023, and all data that was in UA is now only accessible as read-only with limitations to how you can view and use this data. You can no longer convert a UA account to GA4. Every business, regardless of whether you have a UA property or not, needs to set up a new GA4 property to collect data going forward.

TIP

If you previously had a UA account, Google may have automatically set up a new GA4 property for you, but it will not be active and will still require further setup before data can start being collected.

Before You Begin: What You'll Need to Set Up Google Analytics

☑ **A GOOGLE ACCOUNT**

This is typically a Gmail address (e.g., yourname@gmail.com) or any email address you've registered as a Google Account. It's best to use the same one you'll use for other Google tools like Tag Manager or Search Console to keep things connected.

☑ **YOUR WEBSITE URL**

Make sure you have your full website address ready to enter during setup (e.g., https://www.yoursite.com).

☑ **ACCESS TO YOUR WEBSITE OR GOOGLE TAG MANAGER (OPTIONAL BUT RECOMMENDED)**

You'll need this to install a tracking code (tag) on your site so GA4 can start collecting data. If you're using a developer or web team, let them know you'll be adding Google Analytics 4 (GA4).

TIP

If you're not sure how to add a tracking code, you can still complete your account setup and return to the installation step later.
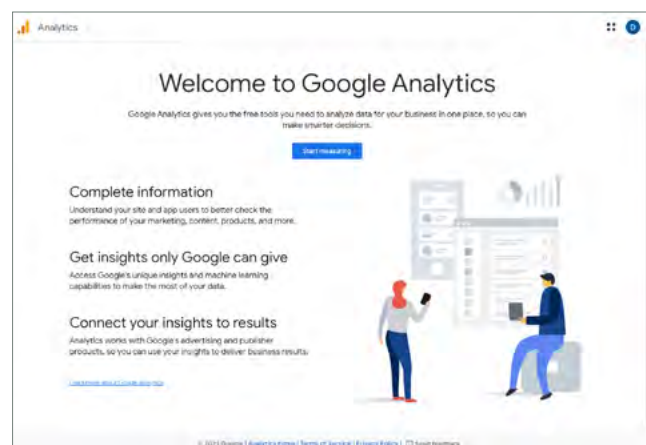
Step-by-Step Google Analytics (GA4) Setup Guide

STEP 1

Log in to your Google Account

1. **Go to https://analytics.google.com/analytics**

2. **Click the "Start Measuring" button.**

STEP 2

Create Your Analytics Account

1. **Enter a name for your Google Analytics account.**

   This is usually your business or organization name (e.g., Green Leaf Yoga Studio). If you're managing multiple websites or clients, choose a name that helps you easily identify this account.

   (Note—If you already have a Google Analytics account and are adding a new property, you can skip this step.)

2. **Account Data Sharing Settings.**

   You'll see several checkboxes in this section. These control how your data is shared with Google. Feel free to leave these as-is for now— you can always change them later.

3. **Click "Next" to continue to set up your property.**

NOTE

If you've used **Universal Analytics (UA)** before, you don't need to start from scratch. You can use your existing Google Analytics account.

When you log in, Google will ask if you want to create a **new account** or just add **a new GA4 property** to your current account. Choose the option to create a new property.

Your old UA property will still be available in your account as **read-only**, so you can view past data up to July 1, 2023, but there are limitations to how you can view and use this data. The new GA4 property will sit alongside your UA account and start collecting data going forward.

STEP 3

Set Up Your GA4 Property

A Google Analytics property is like a container for the data collected from your website or app. It holds all your reports, settings, and tracking configurations.

1. **Enter a Property Name (e.g. "Your Company Website GA4").**

2. **Select your Time Zone and Currency.**

3. **Click Next.**

TIP

Your property name can be your business name or any other name that is helpful for you to identify the website you'll be working on. To help you easily reference your GA4 Analytics account, we suggest this naming structure "[Your Business Name] GA4".

STEP 4

Describe your business

1. **Please select a category from the options provided (e.g., Travel").**

   You cannot create your own category, you will have to select from one of the categories provided.

2. **Select your business size.**

3. **Click Next**

STEP 5

Consider your Business Objectives

1. **Select the types of reports that you would like Google to help create for your business.**

   You can select more than one objective, but a maximum of two is recommended.

STEP 6

Accept Terms of Service

1. **Read and accept both the Google Analytics Terms of Service and the Data Processing Amendment.**
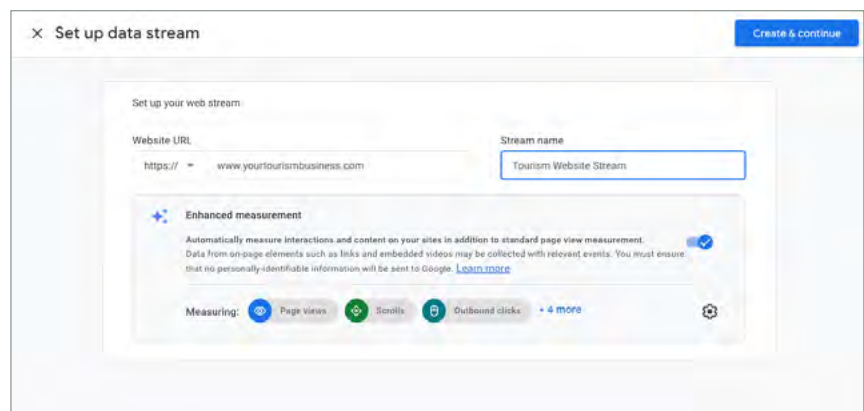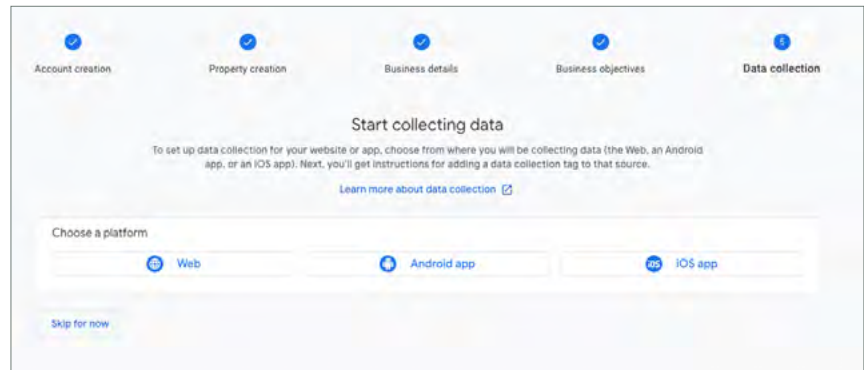
2. **Click I Accept.**

STEP 7

Set Up Your Data Stream

Your data stream is essentially a flow of data from your website or app to GA4.

Under "Choose a Platform," select "Web" to add your website, "Android App" to add an Android app or "IOS App" to add your IOS App.

Learn more about data streams

For most tourism businesses, you will be selecting "Web", so let's walk through this example:

1. **Choose Web and go to the "Setup Data Stream" popup.**

2. **Enter your website URL.**

3. **Enter a Stream Name (e.g. "Tourism Website Stream").**

4. **Click Create.**

5. **On the next screen, you will see your Measurement ID (e.g., G-XXXXXXXX) and Google Tag details—you'll need it for the next step.**

STEP 8

Install a Tracking Code

To start collecting data in GA4, you need to add a tracking code (also called a tag) to your website.

This tag helps Google Analytics see who's visiting your site and what they're doing—like which pages they view or how long they stay.

Tagging is used, not just in Google Analytics, but also in tools like Google Ads and other marketing platforms.

There are four main ways you can install a GA4 tracking tag. Choose the method that works best for your setup.

1. **Google Tag Manager**

   Use Google Tag Manager to easily manage and install tags without editing your website code.

2. **Install Code Manually**

   Copy and paste the tracking code directly into your website's HTML.

3. **Use a CMS or Website Builder**

   Add the tag through platforms like WordPress, Wix, or Squarespace.

4. **Use an Existing Google Tag**

   If you've already installed a Google tag, you can reuse it for GA4.

OPTION A: Add through Google Tag Manager (Recommended)

- We recommend installing your GA4 tracking tag through Google Tag Manager. It's a user-friendly way to manage tracking without touching your website's code.
- To complete this setup, you'll need your Measurement ID from GA4.

Google Tag Manager Instructions

- If you do not have Google Tag Manager currently set up, you can follow the instructions here:
- If you already have a Google Tag Manager account created, please follow these steps:
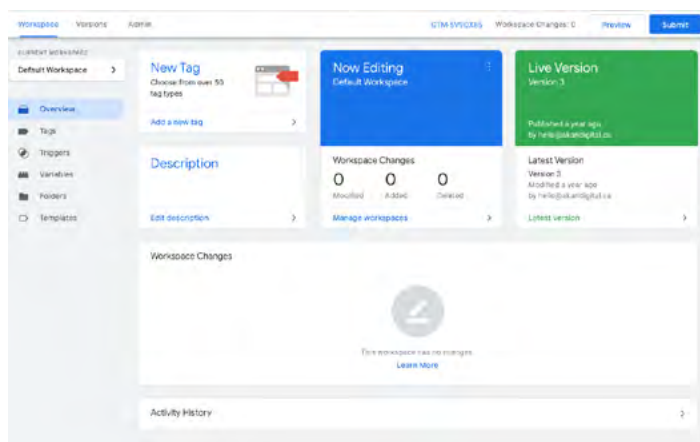
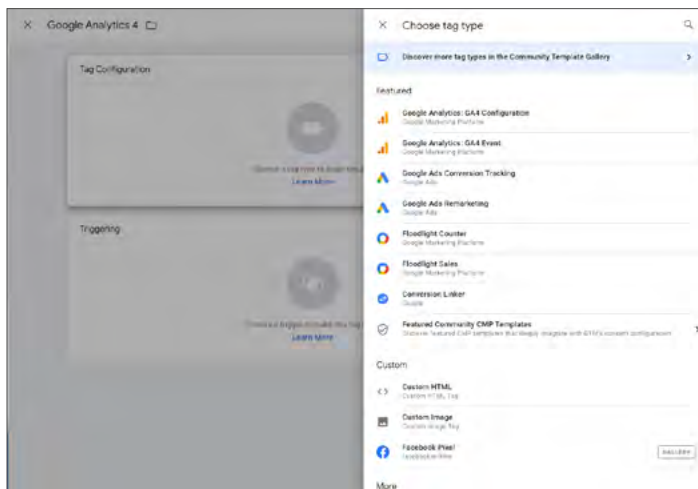1. **Log into your Google Tag Manager account.**

   Select the "Tags" option on the left-hand menu. Select "new" on the top right-hand side.

2. When you arrive at the blank tag configurations section, name your tag in the top left-hand corner.

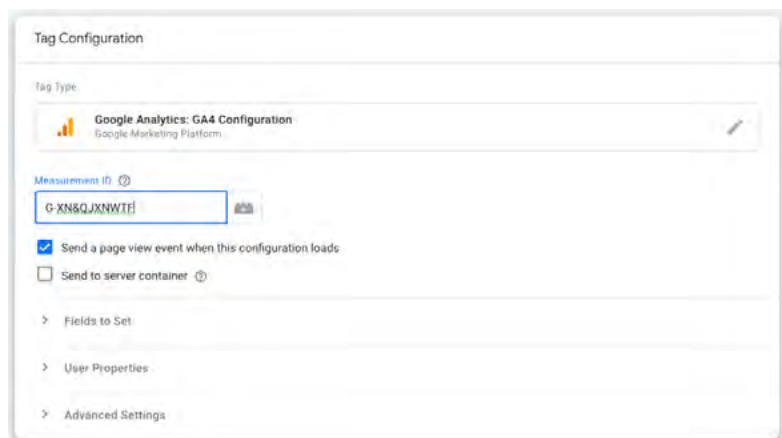We recommend including "GA4 Website" in the name for easy Reference.
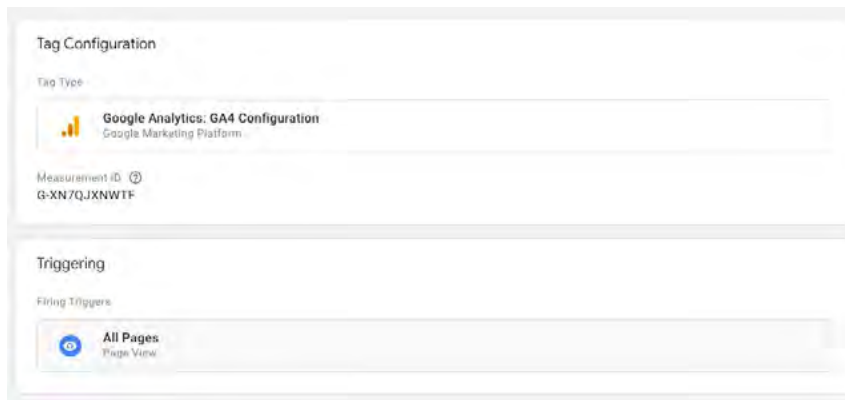

X   Google Analytics GA4   🗀

3. Click into the container, and a list of tag types will appear.

Select "Google Analytics GA4 Configuration".
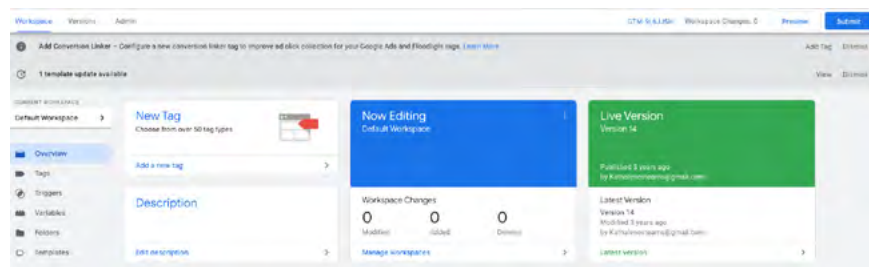
4. Add your Measurement ID.

5. Under the trigger, select "All Pages".

- It should look like the screenshot to the left.

- Click "Save" in the top right-hand corner.

**6. On the main Google Tag Manager dashboard, click "submit" in the top right-hand corner.**

OPTION B: Install Code Manually (Not recommended unless you have web development experience)

Instructions

Copy the JavaScript provided, similar to the screenshot to the right. Paste the code on every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.
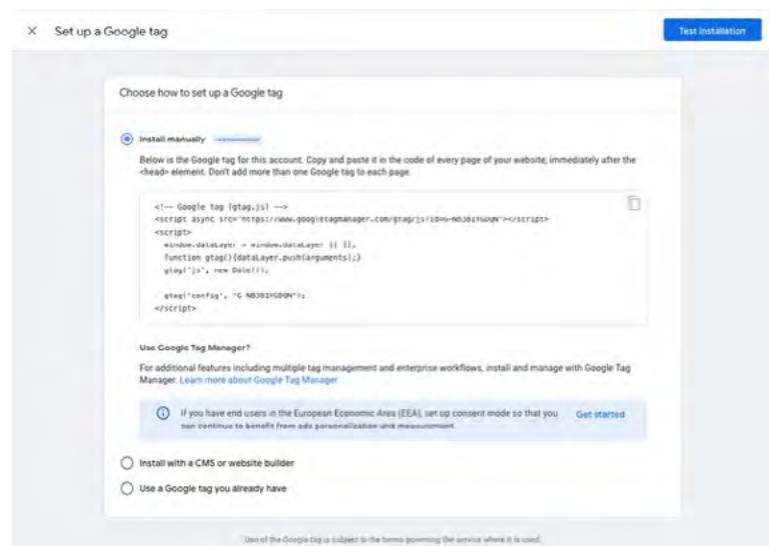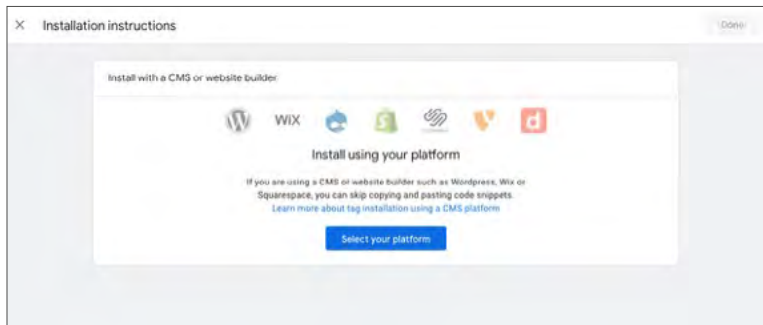
## OPTION C: Install with a CMS or website builder

Instructions

If using website builders like Shopify, Wix, WordPress, etc., connect GA4 directly through their built-in integrations. Click on the "Select your platform" button to see if your website is an approved platform for this option. Enter your Measurement ID when prompted.

OPTION D: Use a Google Tag you already have

If you've already added a Google tag to your website using another Google product (like Google Ads), you can reuse that same tag for GA4—no need to install a new one.

Just make sure you're logged into the correct Google account that manages the existing tag, then select it during the GA4 setup process.
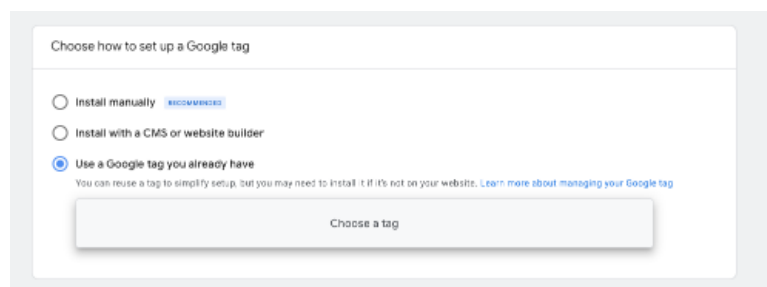
STEP 9

Confirm Your GA4 is Working

As a final step, make sure your GA4 tag has been installed correctly and is collecting data:

1. **Go back to https://analytics.google.com/analytics/ and open your GA4 property**

2. **Navigate to Reports > Realtime**

3. **Visit your own website in a separate tab**

4. **You should see your visit reflected within a few minutes on your GA4 analytics.**

Congratulations! You've set up your GA4 Property.

Need help? Visit https://support.google.com/analytics/