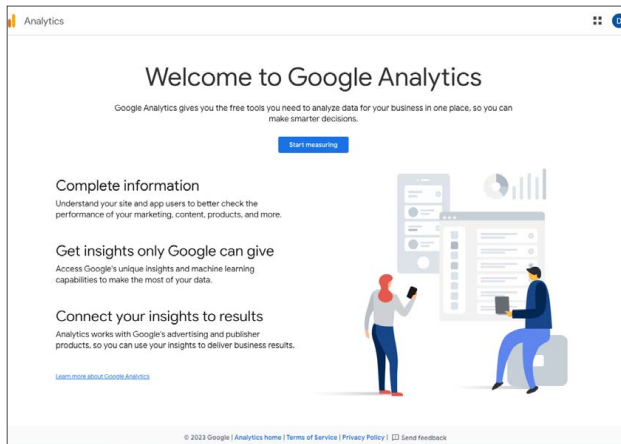## A Guide to Getting Set-Up in Google Analytics and GA4

If you don't have a Google Analytics account, the good news is, when you start creating a new account, Google will start the set up for GA4 automatically.

Create a New Google Analytics Account

To get started with setting up your Google Analytics

STEP 1

- Log in to your existing Google account.
- Then go to https://analytics.google.com/analytics/. This should be under the Google Account you have your Tag Manager and other Google assets for your business.

STEP 2

- Click on "Start Measuring" Button.

STEP 3

- Create a name for your Google Analytics account. This is usually your company name.
- Click "Next"

STEP 4

- Below there is a section called Account Data Sharing Settings. You can leave the settings as is for now. As you learn more you can adjust your settings.

STEP 5

- Create a Property Name
- In Google Analytics, a property is a website, mobile application, or blog that is associated with a unique tracking ID. A Google Analytics account can contain one or more properties.
- Select your time zone and currency, and click "Next"

Under the advanced settings there is an option to create a universal account. Turn the toggle off as this account will stop collecting data on July 1, 2023.
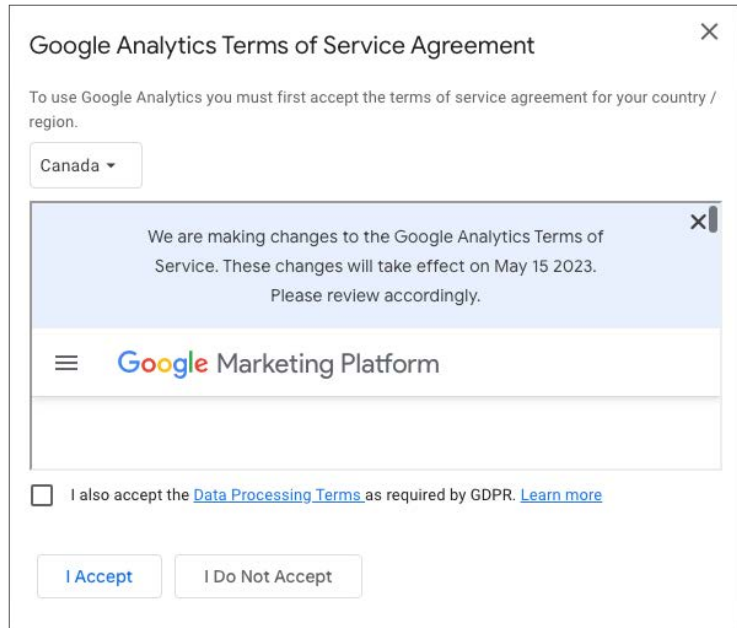
STEP 6

- Populate your business
- Click "Create" information:

STEP 7

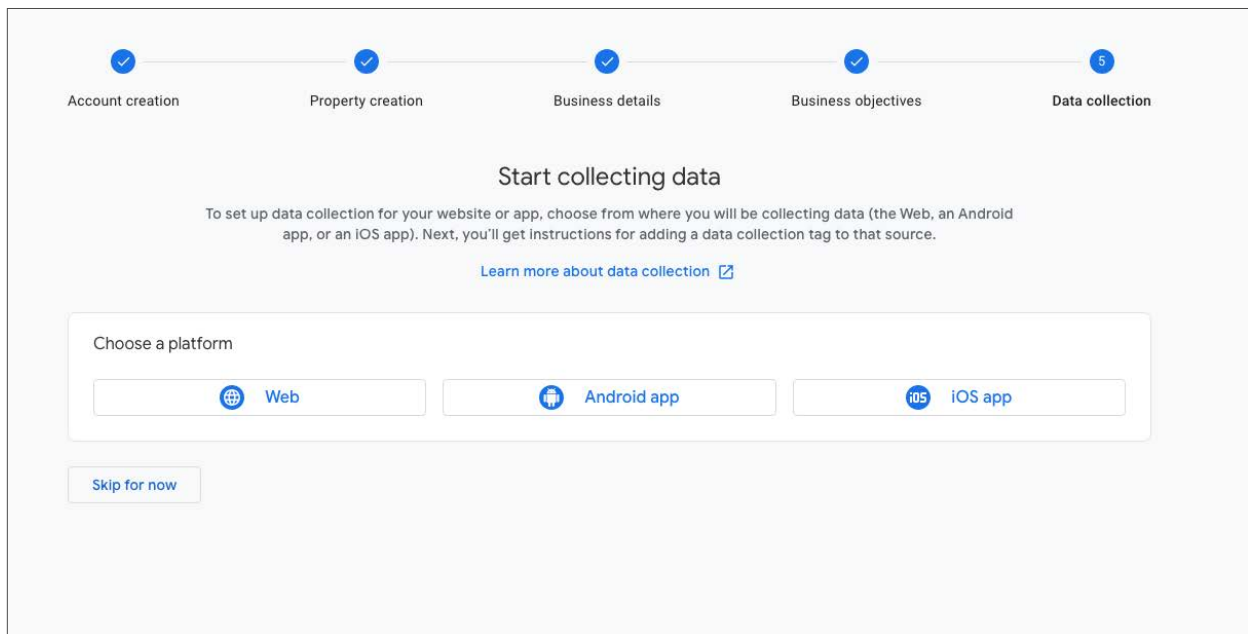Select the types of reports that you would like Google to help create for your business. Select all that apply.

STEP 8

- Check the relevant boxes to accept the Terms of Service related to Data Processing and Data Protection.

- Click "I Accept"

CONGRATULATIONS! You have successfully created your account. You should now be on this page:

Continue configuring your account by Setting Up Your New GA4 Property**.**

June 2023