

# SETTING UP GOOGLE ANALYTICS FOR THE FIRST TIME

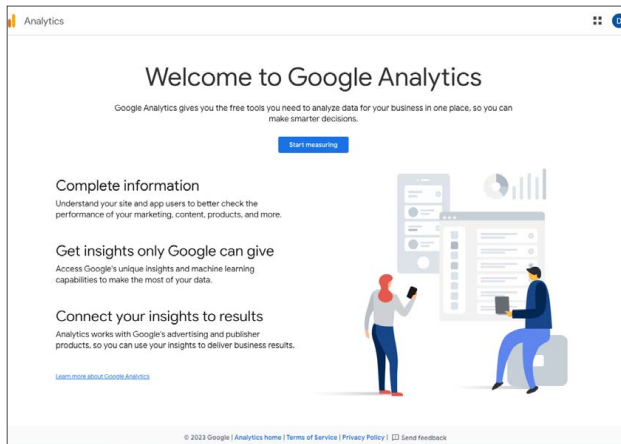


## A Guide to Getting Set-Up in Google Analytics and GA4

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”

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### Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)  
Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

## 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.

### Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

- Google products & services**  
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)
- Modeling contributions & business insights**  
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)
- Technical support**  
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists**  
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimization tips and recommendations across Google Analytics and other Google products.

[Learn how Google Analytics safeguards your data.](#)

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

[Next](#)

Account creation **Property creation** Business details Business objectives Data collection

### Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name  
YourWebsite.com

Reporting time zone  
United States (GMT-07:00) Los Angeles Time

Currency  
US Dollar (\$)

You can edit these property details later in Admin

[Show advanced options](#)

[Hide advanced options](#)

Create a Universal Analytics property

**!** Universal Analytics properties will stop collecting data starting July 1, 2023. It's recommended that you create a Google Analytics 4 property instead.

## 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

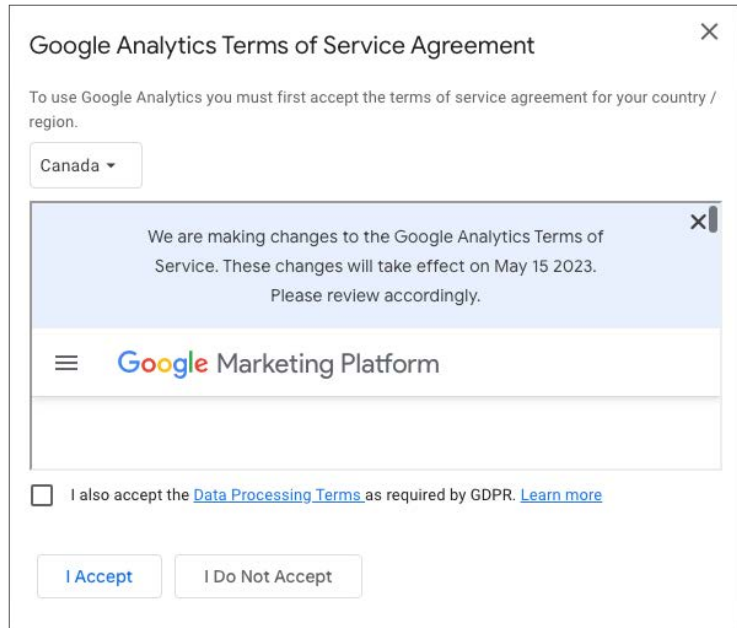
- Populate your business
- Click “Create” information:

## STEP 7

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

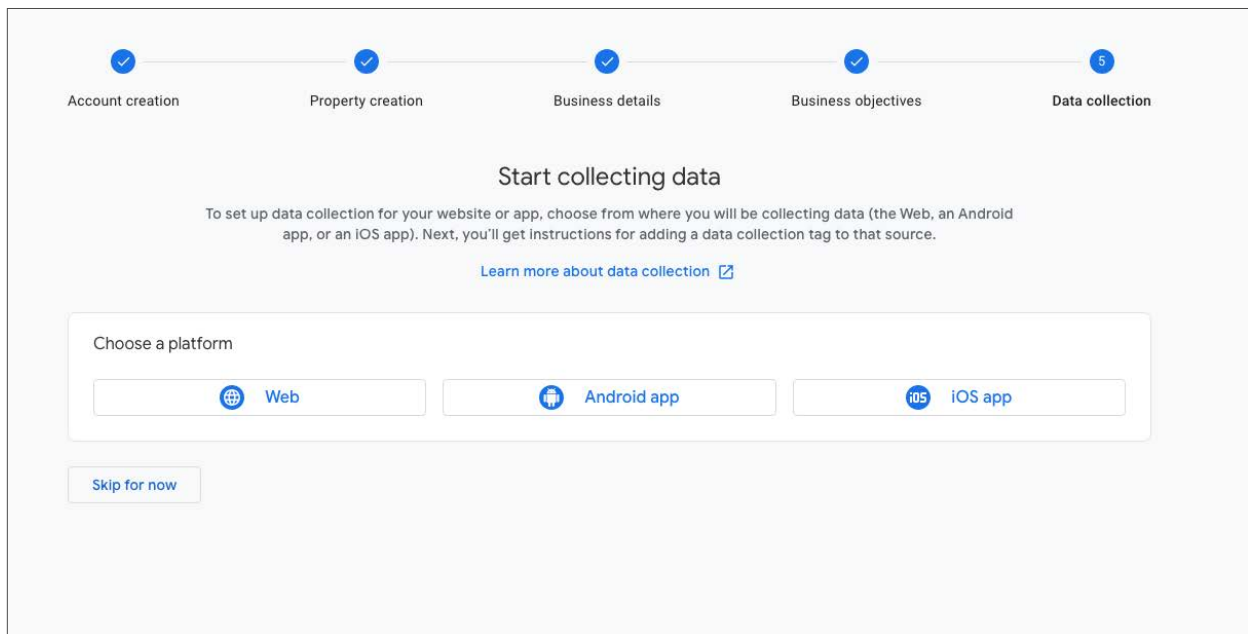
## STEP 8

- Check the relevant boxes to accept the Terms of Service related to Data Processing and Data Protection.
- Click “I Accept”



The screenshot shows a dialog box titled "Google Analytics Terms of Service Agreement" with a close button (X) in the top right corner. Below the title, it states: "To use Google Analytics you must first accept the terms of service agreement for your country / region." There is a dropdown menu showing "Canada". A blue notification banner at the top of the dialog box reads: "We are making changes to the Google Analytics Terms of Service. These changes will take effect on May 15 2023. Please review accordingly." Below the banner is the Google Marketing Platform logo. At the bottom, there is a checkbox labeled "I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)". Below the checkbox are two buttons: "I Accept" and "I Do Not Accept".

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



The screenshot shows the "Start collecting data" page in Google Analytics. At the top, there is a progress bar with five steps: "Account creation", "Property creation", "Business details", "Business objectives", and "Data collection". The "Data collection" step is highlighted with a blue circle and the number 5. Below the progress bar, the heading "Start collecting data" is followed by the text: "To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source." Below this text is a link: "Learn more about data collection" with an external link icon. A section titled "Choose a platform" contains three buttons: "Web" (with a globe icon), "Android app" (with an Android icon), and "iOS app" (with an iOS icon). Below these buttons is a "Skip for now" button.

Continue configuring your account by [Setting Up Your New GA4 Property](#).

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