

SETTING UP YOUR NEW GOOGLE ANALYTICS 4 (GA4) PROPERTY



If you have previously had Google Analytics, you can set up your new GA4 account alongside your existing Google Analytics account. Before you begin the setup, ensure that you are logged into the Google account that currently holds your Google Analytics and Google Tag Manager account.

If you do not have a Google Tag Manager account, click here to follow the instructions: <u>https://support.google.com/tagmanager/answer/6103696?hl=en</u>

Creating Google Analytics Account for the first time.

If you are creating a Google Analytics Account for the first time please refer to your "Getting Started with Google Analytics Guide".

If you just completed the setup of your Google Analytics account for the first time, jump to STEP 7.

If you previously had Google Analytics and need to create a GA4 account follow the instructions below:

STEP 1

Converting Google's Universal Analytics (UA or Google Analytics) to the new version Google Analytics 4 (GA4)

 If you previously had a Google Analytics UA account, Go to your Google Analytics Dashboard at <u>https://analytics.google.com/</u> <u>analytics/</u> and click on the gear icon in the bottom left.

| .I | Analytics | lood-It! - | Q Try searching | g "Web overview" | | | |
|---------|-------------|----------------|---------------------|-------------------------------|---------|---------------------|---------------------|
| A | Home | Home | | | | | |
| 11. | Reports | HOILIE | | | | | |
| \odot | Explore | Users | New users | Average engagement time | 2 | Event count | \odot |
| G | Advertising | 27K | 14K | 7m 51s | | 2.3M | |
| | | + 0.2% | T 2.9% | 17.3% | | T 6.8% | 81 |
| | | | | | | | 61 |
| | | | | | | | 41 |
| | | | | | | | 2 |
| | | 20 Jun | 21 | 22 23 | 24 | 25 | 26 |
| | | | Preceding period | | | | |
| | | Last 7 days 👻 | | | | View repo | orts snapshot |
| | | Recently acc | essed | | | | |
| | | | | 5 | Reports | and pages you recer | itly visited will a |
| | | Suggested fo | or you | | | | |
| \$ | Admin | < Averag 7m | e engagement time ⑦ | Engaged sessions per u 1.5 | ser | , ⊘ | User retention |

• Under the Admin tab in the Account column, select the correct account. Then, in the next column to the left (Property), select Create Property.

NOTE: to assist with the transition from UA to GA4 Google has created GA4 properties for some analytics accounts. If you see this option available, you may select the already created GA4 property or create your own. Regardless of which step you take; you will still have to complete the additional steps.

| ĥ | ADMIN USER | | |
|----------------|--|---|---|
| J | Account + Create Account Making Strategy Happen | Property - Create Property Making Strategy Happen (UA-104310239-1) | - |
| <u>.</u> ≻• | Account Settings | . GA4 Setup Assistant | |
| | Account Access Management | Property Settings | |
| | Y All Filters | Property Access Management | |
| | S Account Change History | <>> > Tracking Info | |
| | Trash Can | S Property Change History | |
| | | Dd Data Deletion Requests | |
| | | PRODUCT LINKS | |
| | | Google Ads Links | |
| | | AdSense Links | |
| | | Ad Exchange Links | |
| 2. | | All Products | |
| 2 | | Postbacks | |
| 0 | | Audience Definitions | |

| Property name | 10 |
|--|----|
| Test Account GA4 | |
| Reporting time zone (2) | |
| Canada 👻 (GMT-07:00) Vancouver Time 👻 | |
| Currency | |
| Canadian Dollar (\$) 🕶 | |
| You can edit these property details later in Admin | |
| now advanced options | |
| 98 more properties can be created on this account. | |

STEP 3

- Populate a name for your property. This can be your business name or any other name that is helpful for you to identify the website you'll be working on. We recommend including [GA4] in the title to help you identify this property from your UA and other properties.
- Click continue.



| STEP 4 |
|---|
| Populate the relevant information about your business. Click "Next". |
| |
| |
| |
| |
| |

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

| ccount creation | Property creation | Business details | Business objectives | Data collectio |
|-----------------|-------------------|--|---------------------|----------------|
| | | | | |
| | | Choose your business objectives For reports that are personalized to your business, select the topics most important to you. | 5 | |
| | à | Generate leads Analyze visitor metrics and attract new customers | | |
| | F | Drive online sales Analyze purchase behavior and get more sales | | |
| | | Raise brand awareness Spread the word about your business | | |
| | | Examine user behavior Learn how people use your site or app | | |
| | R | Get baseline reports Multiple types of reports (this option can't be combin with other options) | ed 🗆 | |
| | Back | | | |

| 0.00 | ļ |
|------------------------|---|
| o use Google egion. | e Analytics you must first accept the terms of service agreement for your country |
| Canada 🕶 | |
| | We are making changes to the Google Analytics Terms of |
| | Service. These changes will take effect on May 15 2023. |
| | Please review accordingly. |
| ≡ (| Google Marketing Platform |
| | |

STEP 6

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

- In the next section, you will set up your data stream, which is essentially a flow of data from your website or application to Google Analytics (GA).
- 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.

| Start collecting data | | | | | | |
|---|---|---------|--|--|--|--|
| To set up data collection for your website or app, cho get instruc | ose from where you will be collecting data (the stions for adding a data collection tag to that so Learn more about data collection [2] | | | | | |
| Choose a platform | | | | | | |
| (B) Web | Android app | iOS app | | | | |

STEP 8

- Enter your website's URL and a name for your data stream.
- Keep it simple! We recommend including the word "website" as this data stream will be tracking various types of information about your website.
- Click "Create".

| nttps:// | / 👻 www.YourWebsite.com | | | | | Your Website | | |
|----------|---|-----------|------------|---------|-----------------|--------------|------------|--|
| +1 | Enhanced measurement Automatically measure interactions and content on your sites in addition to standard Data from on-page elements such as links and embedded videos may be collected with ensure that no personally-identifiable information will be sent to Google. Learn more | | | | | | | |
| | Mea | suring: 🧿 | Page views | Scrolls | Outbound clicks | + 4 more | () | |

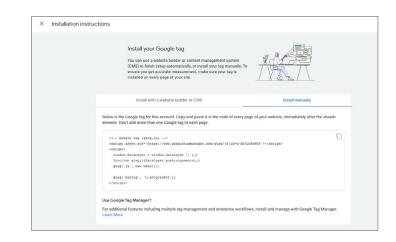
- The next screen has the data stream details with your measurement ID.
- You will have three options on how you can install your Google Analytics code:

- Option 1: if you use a website like WordPress, Shopify, Wix or any of the providers in the screen shot below, you can connect directly through the platform.
- Option 2: Install your code manually on your website. (we do not recommend this option)
- Option 3: Add the tag through Google tag manager. The measurement ID is required to complete your set-up in Google Tag Manager. (Recommended)

Follow the instructions based on the option that you select.

| Strea | am details | | | l | | |
|-------|---|---|----------------------------------|---|--|--|
| STRE | EAM NAME | STREAM URL | STREAM ID | MEASUREMENT ID | | |
| My | Vy Website https://test.com 5644420279 G | | | | | |
| Even | nts | | | | | |
| +: | Enhanced measurement | | | | | |
| | | tions and content on your sites in addition to standard p ich as links and embedded videos may be collected with | | dentifiable information will be sent to | | |
| | Measuring: 🧿 Page views | Scrolls 🖰 Outbound clicks + 4 more | | 6 | | |
| B | Modify events Modify incoming events and pe | rametera. Learn more | | | | |
| ×. | Create custom events Create new events from existin | g events. Learn more | | | | |
| | Measurement Protocol API Create an API secret to enable | secrets additional events to be sent into this stream through the | Measurement Protocol. Learn more | | | |
| 077 | | | | | | |
| | gle tag | | | | | |
| 300 | Configure tag settings | wior, including cross-domain linking and internal traffic. | Learn more | | | |
| | Configure tag settings Configure your Google tag behi Manage connected site tag | | | 0 connected | | |







Google Tag Manager Instructions:

To setup Google Tag Manager visit: https://support.google.com/tagmanager/answer/12811173

STEP 1

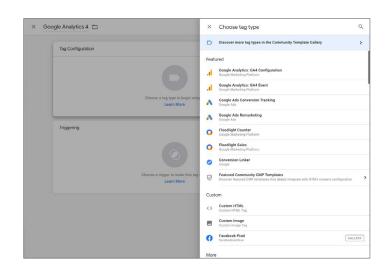
Log into your Google Tag Manager account. Select the "Tags" option on the left-hand menu. And select "new" in the top right hand side.

| Workspace Versions A | ldmin | GTM-5V9QX85 Worl | kspace Changes: 0 Preview Submit |
|---|---|--|--|
| CURRENT WORKSPACE Default Workspace Overvlew | New Tag Choose from over 50 tag types | Now Editing : Default Workspace | Live Version Version 3 |
| Tags Triggers Variables Folders | Add a new tag > | Workspace Changes O O O Modified Added Deleted | Published a year ago by hello@kardigital.ca Latest Version Version 3 Modified a year ago by hello@kardigital.ca |
| D Templates | Edit description > | Manage workspaces > | Latest version > |
| | Workspace Changes | This workspace has no changes. Lam More | |
| | Activity History | | > |

STEP A: When you arrive at the blank tag configurations section, Name your tag in the top left-hand corner. Recommend including "GA4 Website" in the name for easy Reference

STEP B: Click into the container and a list of tags will appear. Select "Google Analytics GA4 Configuration".

Google Analytics GA4 🗖 ×





STEP C: Add your Measurement ID.

| Tag Configuration | | | | | |
|--|---|--|--|--|--|
| Тад Туре | | | | | |
| Google Analytics: GA4 Configuration Google Marketing Platform | 1 | | | | |
| Measurement ID ③ | | | | | |
| G-XN&QJXNWTEI | | | | | |
| ✓ Send a page view event when this configuration loads ☐ Send to server container ⑦ | | | | | |
| > Fields to Set | | | | | |
| > User Properties | | | | | |
| > Advanced Settings | | | | | |

STEP D: Under the trigger select "All Pages".

- It should look like the screenshot to the right.
- Click "Save" in the top right hand corner.

STEP E: On the main Google Tag Manager dashboard click "submit" in the top right-hand corner.

End of Google Tag Manager setup

| Tag Configuration | | |
|-------------------------------------|----------------------------------|--|
| Гад Туре | | |
| Google Analytic Google Marketing | s: GA4 Configuration Platform | |
| deasurement ID ⑦ | | |
| riggering | | |
| iring Triggers | | |
| All Pages Page View | | |
| - rage view | | |

| Workspace Versions | ldmin | | 0TM-SL6JJJSH Workspace Changes: 0 | Preview Submit |
|--|-------------------------------|---------------------------------|---|-----------------|
| Add Conversion Linker - Configure a new conversion linker tag to improve ad click collection for your Google Ads and Floodlight tags. Learn More | | | | Add Tag Dismiss |
| I template update availa | ble | | | View Dismiss |
| CURRENT WORKSPACE | New Tag | Now Editing | Live Version | |
| Overview | Choose from over 50 tag types | Default Workspace | Version 14 | |
| Tags | Add a new tag > | | Published 3 years ago by Kathalenesteams@gmail.com | |
| Triggers Variables | Description | Workspace Changes | Latest Version Version 14 | |
| Folders | | O O O Modified Added Deleted | Modified 3 years ago by Kathalenestearns@gmail.com | |
| D Templates | Edit description > | Manage workspaces > | Latest version | > |

STEP 10

• Once you have added your tag to your website your GA4 analytics account will start collecting data. It may take a few minutes for the data to start being received.

CONGRATULATIONS! You've set up your GA4 Property.

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