

# 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: <https://support.google.com/tagmanager/answer/6103696?hl=en>

## 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”. 

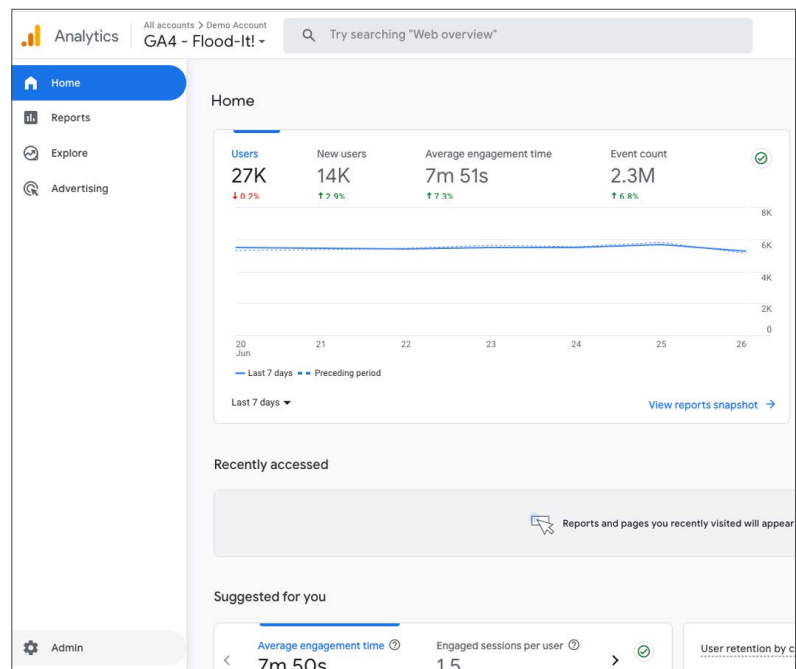
If you just completed the setup of your Google Analytics account for the first time, jump to STEP 7.

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)

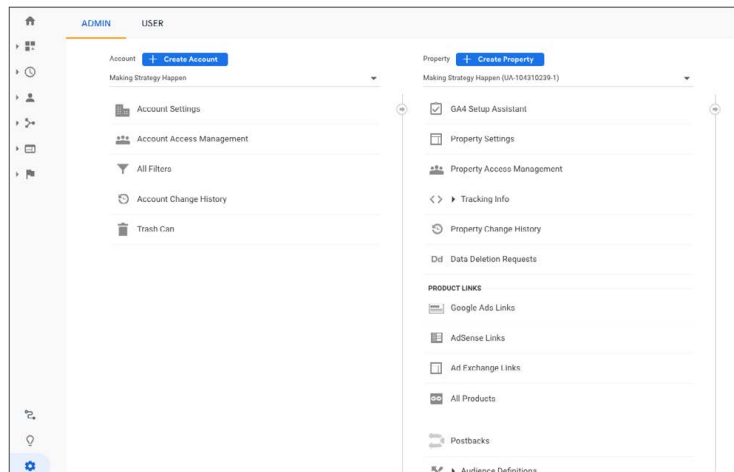
- If you previously had a Google Analytics UA account, Go to your Google Analytics Dashboard at <https://analytics.google.com/analytics/> and click on the gear icon in the bottom left.



## STEP 2

- 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.



### Property details

Property name

Reporting time zone ⓘ

Canada (GMT-07:00) Vancouver Time

Currency

Canadian Dollar (\$)

You can edit these property details later in Admin

[Show advanced options](#)

1,998 more properties can be created on this account.

[Next](#)

## 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.

**Business details**

Industry category (Required)  
Travel ▾

Business size (Required)

Small - 1 to 10 employees

Medium - 11 to 100 employees

Large - 101 to 500 employees

Very Large - 501+ employees

## STEP 4

- Populate the relevant information about your business.
- Click “Next”.

## STEP 5

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

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

**Choose your business objectives**

For reports that are personalized to your business, select the topics most important to you.

**Generate leads**  
Analyze visitor metrics and attract new customers

**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

**Get baseline reports**  
Multiple types of reports (this option can't be combined with other options)

[Back](#) [Create](#)

**Google Analytics Terms of Service Agreement** ×

To use Google Analytics you must first accept the terms of service agreement for your country / region.

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**

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

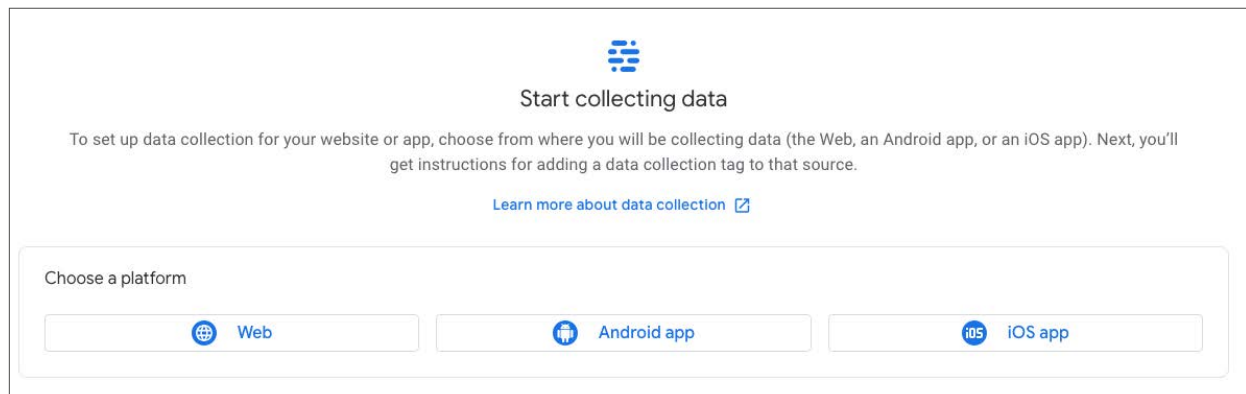
[I Accept](#) [I Do Not Accept](#)

## STEP 6

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

## STEP 7

- 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, 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.

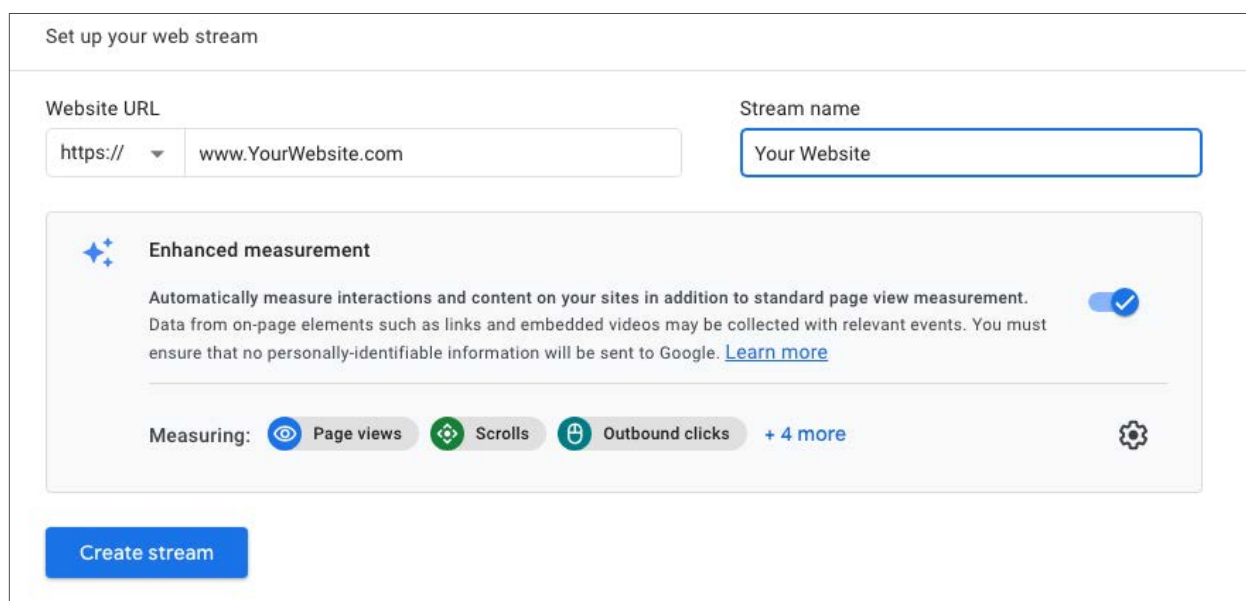
[Learn more about data collection](#)

Choose a platform

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”.



**Set up your web stream**

Website URL

Stream name

**Enhanced measurement**

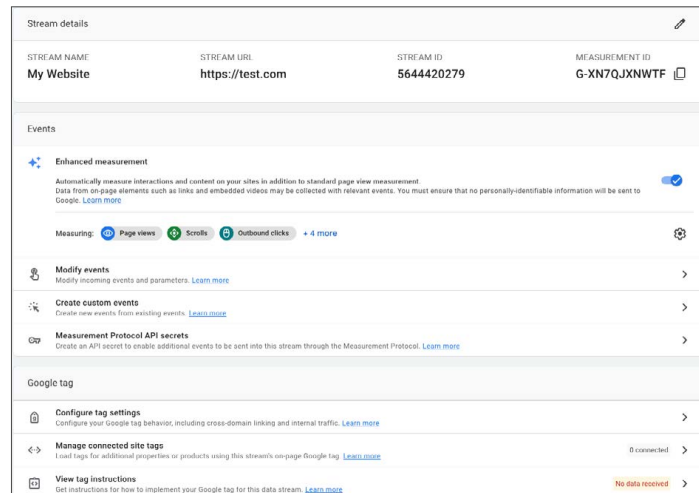
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks [+ 4 more](#)

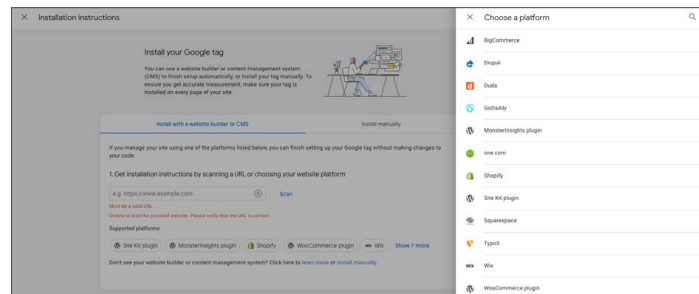
**Create stream**

## STEP 9

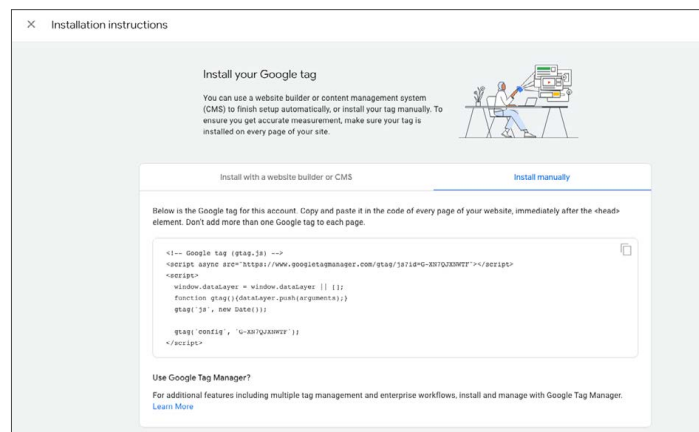
- The next screen has the data stream details with your measurement ID.
- You will have three options on how you can install your Google Analytics code:



- 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.

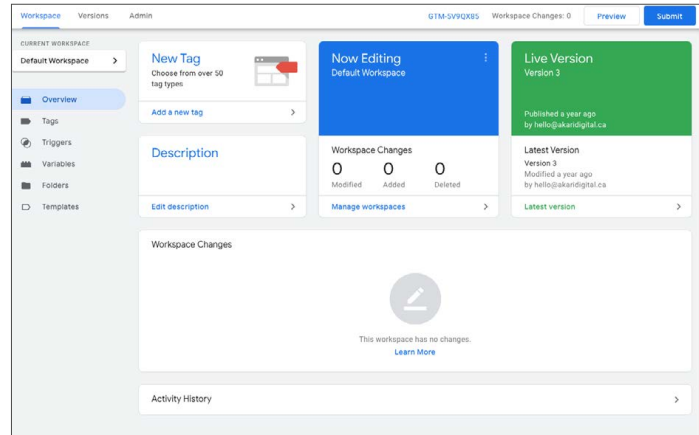
## Google Tag Manager Instructions:

To setup Google Tag Manager visit:

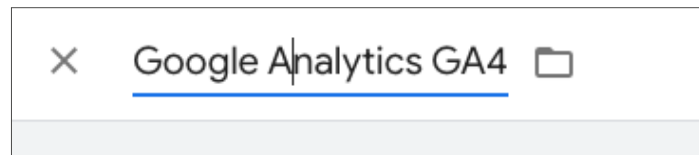
<https://support.google.com/tagmanager/answer/12811173>

### STEP 1

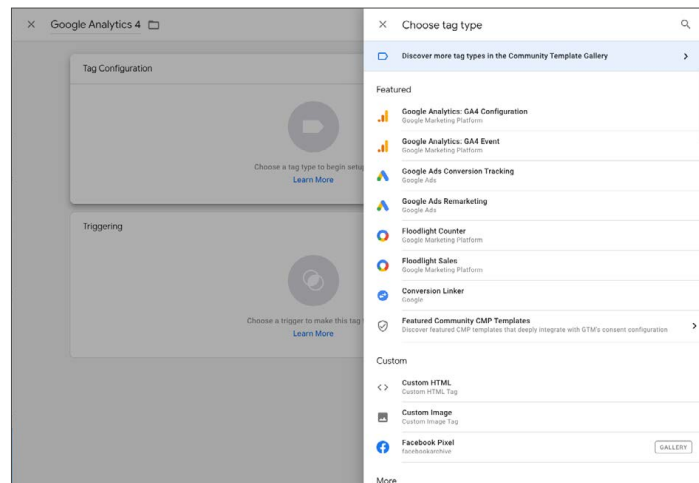
Log into your Google Tag Manager account. Select the “Tags” option on the left-hand menu. And select “new” in the top right hand side.



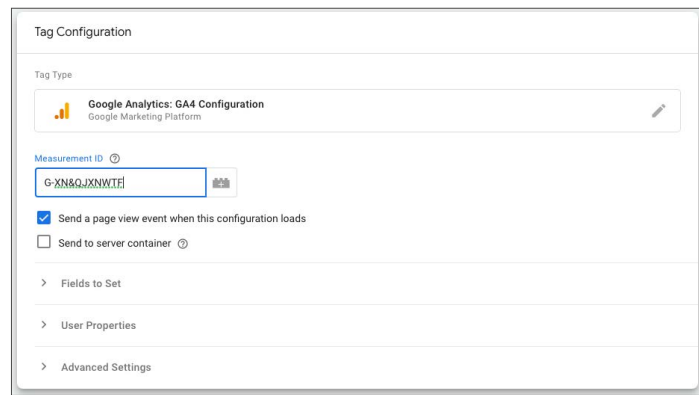
STEP A: When you arrive at the blank tag configurations section, Name your tag in the top left-hand corner. Recommend including “GA4 Website” in the name for easy Reference



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

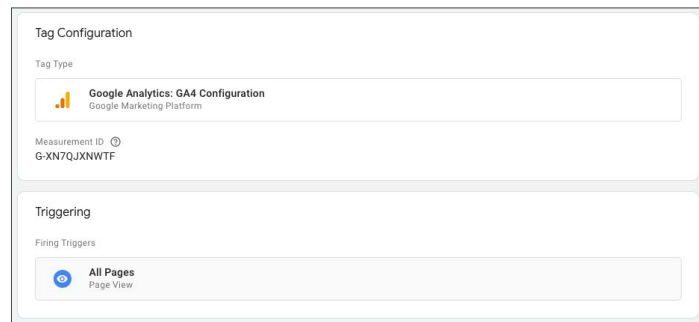


STEP C: Add your Measurement ID.



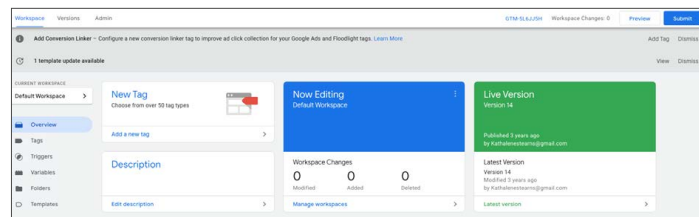
STEP D: Under the trigger select “All Pages”.

- 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



## 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.

June 2023

