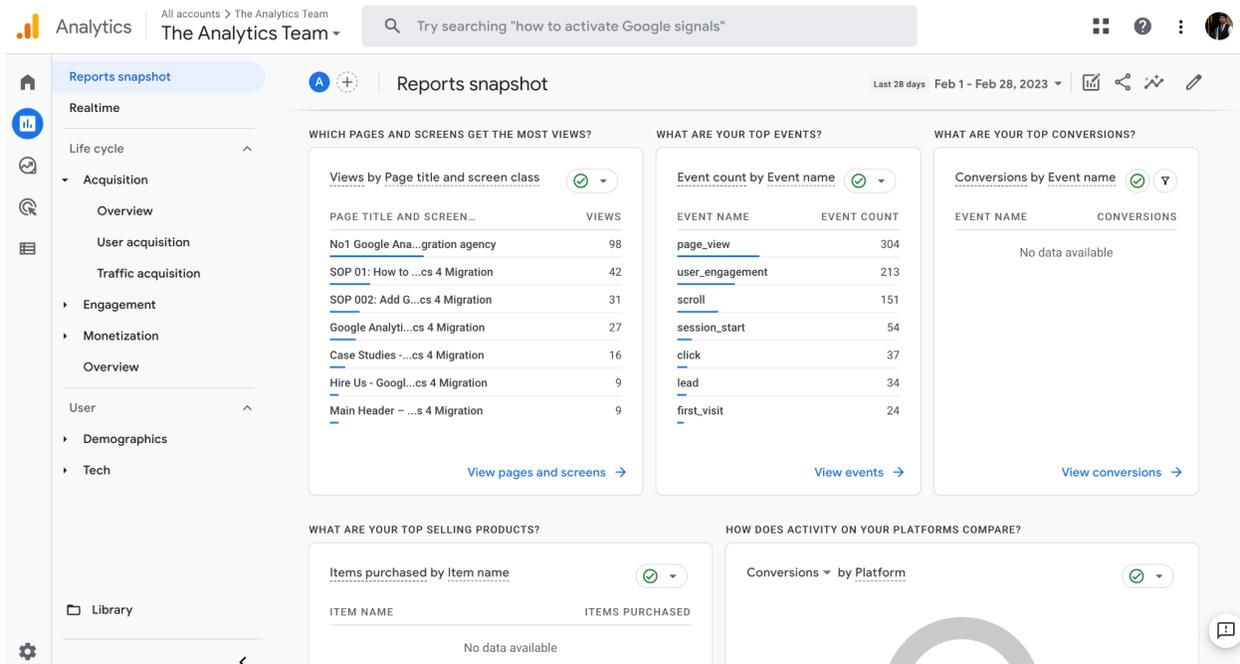


# Adding Google Analytics to a site (using GTM)

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: ~15-30 minutes



**Goal:** To add Google Analytics 4 to a site using Google Tag Manager and verify that it is working properly.

**Ideal Outcome:** Google Analytics 4 is properly added & configured without any technical issues.

**Pre-requisites or requirements:** You need a Google Analytics 4 account created. Also, you should have installed Google Tag Manager on your site. If you haven't added Google Tag Manager to your site, you can check out our Google Tag Manager Installation SOPs for [WordPress](#), [Shopify](#).

**Why this is important:** Google Analytics is the most popular tool to measure website data to gather visitor insights. With it, you will be able to know the amount of traffic you

are getting, and how your visitors are behaving inside your website.

**Where this is done:** In Google Tag Manager and Google Analytics.

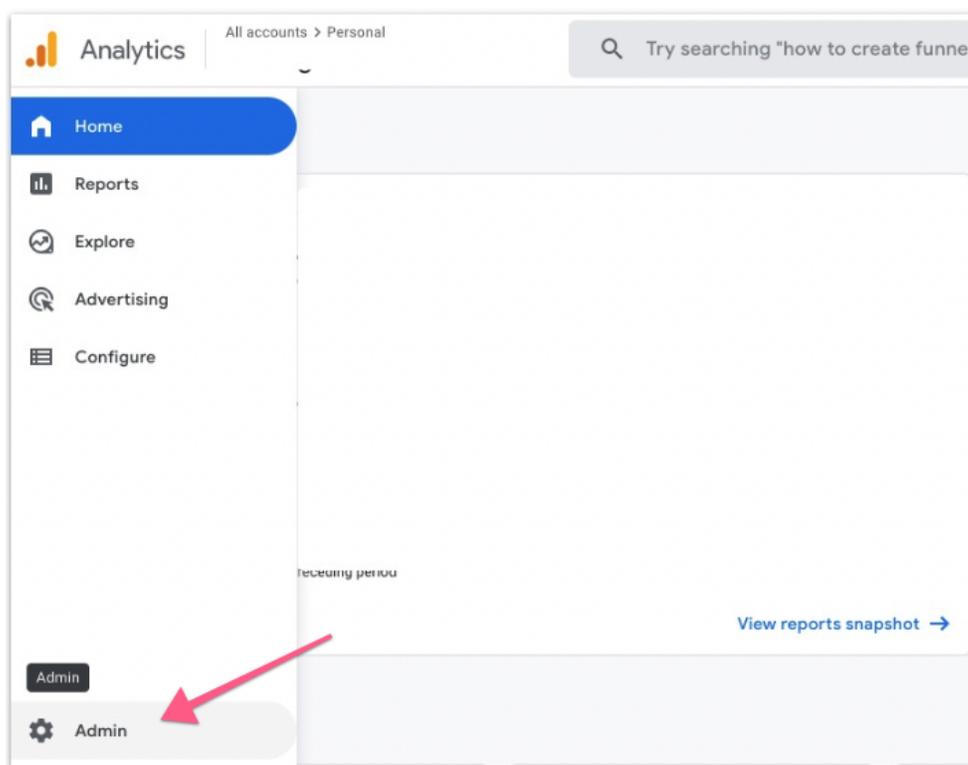
**When this is done:** Only once—the first time you install Google Analytics.

**Who does this:** The person responsible for website management, or analytics.

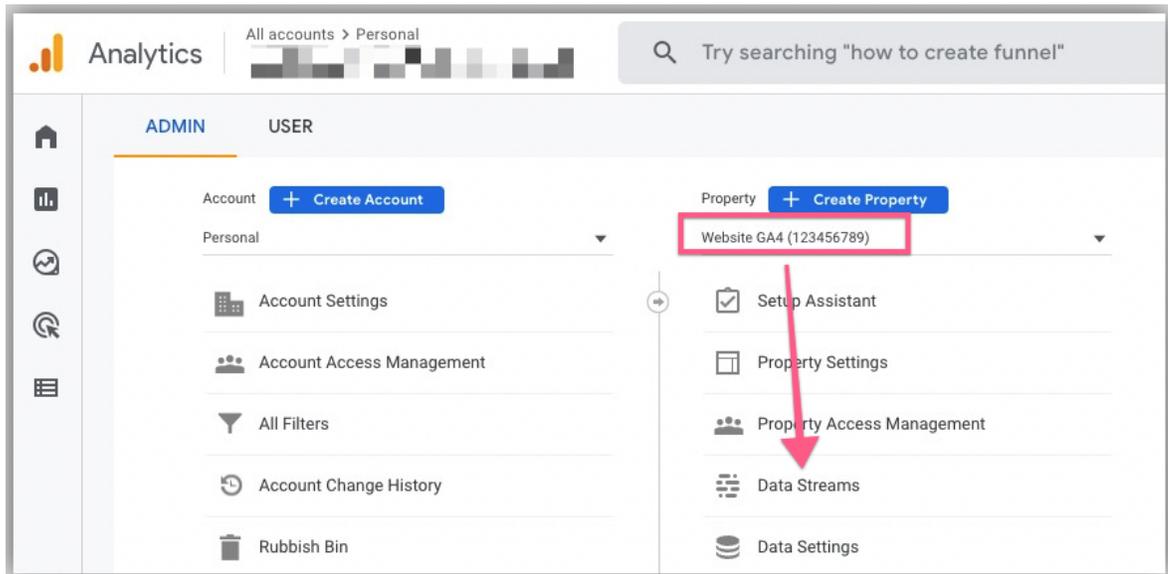
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## □ Get the measurement ID from Google Analytics 4

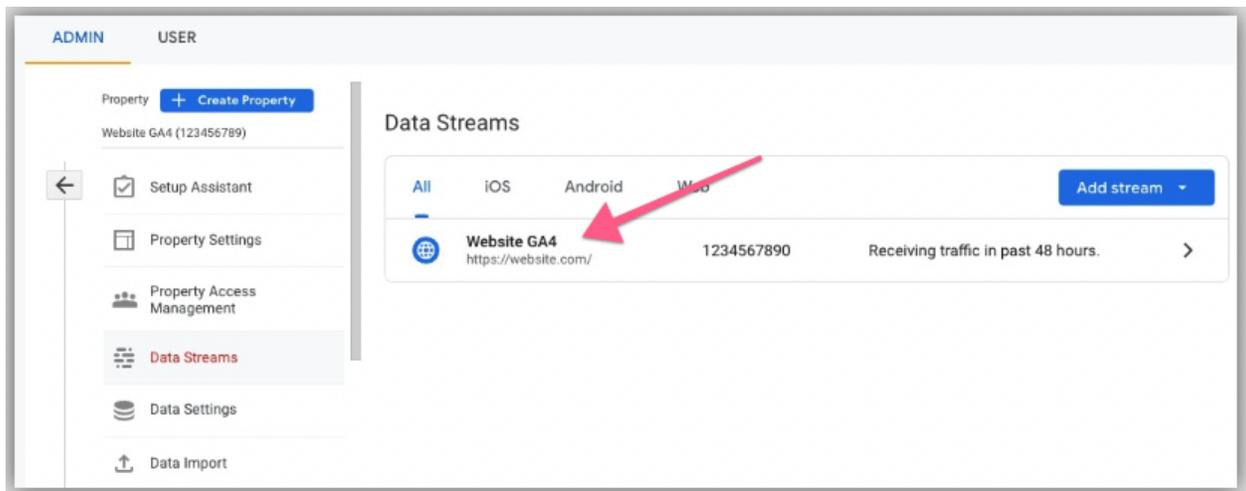
1. Login to your [Google Analytics account](#).
2. Click “Admin”.



3. Make sure you've selected the correct property (website) and select “Data Streams”.



4. Select your website that you want to implement Google Analytics 4.



5. Click on the measurement ID to copy it on your clipboard.

× Web stream details

STREAM URL	STREAM NAME	MEASUREMENT ID
https://website.com/	Website GA4	G-YT123KK12Z 
STREAM ID	STATUS	
3355433822	Receiving traffic in past 48 hours. <a href="#">Learn more</a>	

 **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 + 3 more 

6. You can paste it in a text editor or notepad. You will need this later on.

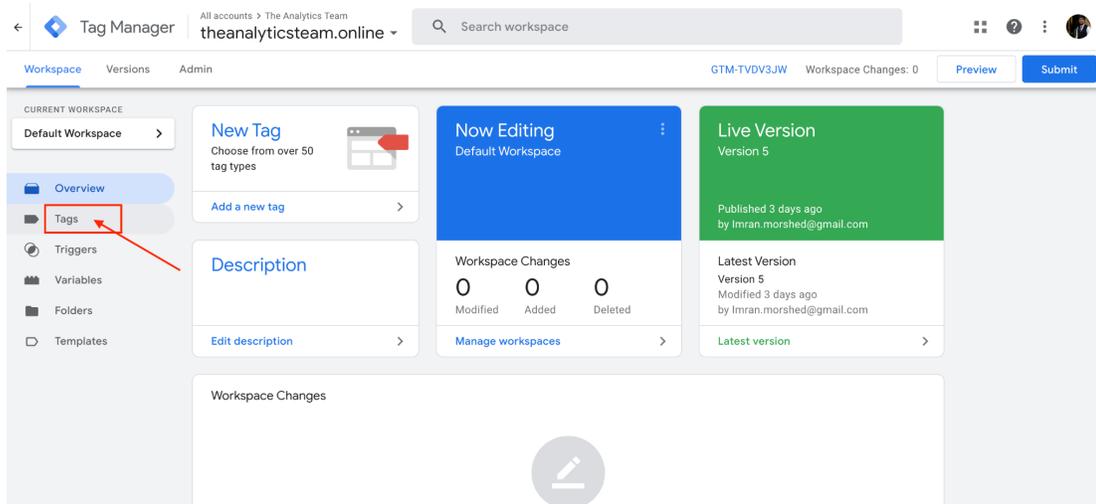
## □ Set up Google Analytics 4 using Google Tag Manager

**Note:** If you don't have Google Tag Manager set up on your website, you will want to follow the procedure covered in [SOP 004 - Add Google Tag Manager to a Wordpress Site](#)

1. Go to <http://tagmanager.google.com> and sign in with your account details.
2. Select the container that is set up on your website.

Container Name ↑	Container Type	Container ID
theanalyticsteam.online	Web	GTM-TVDV3JW

3. Go to “Tags”:

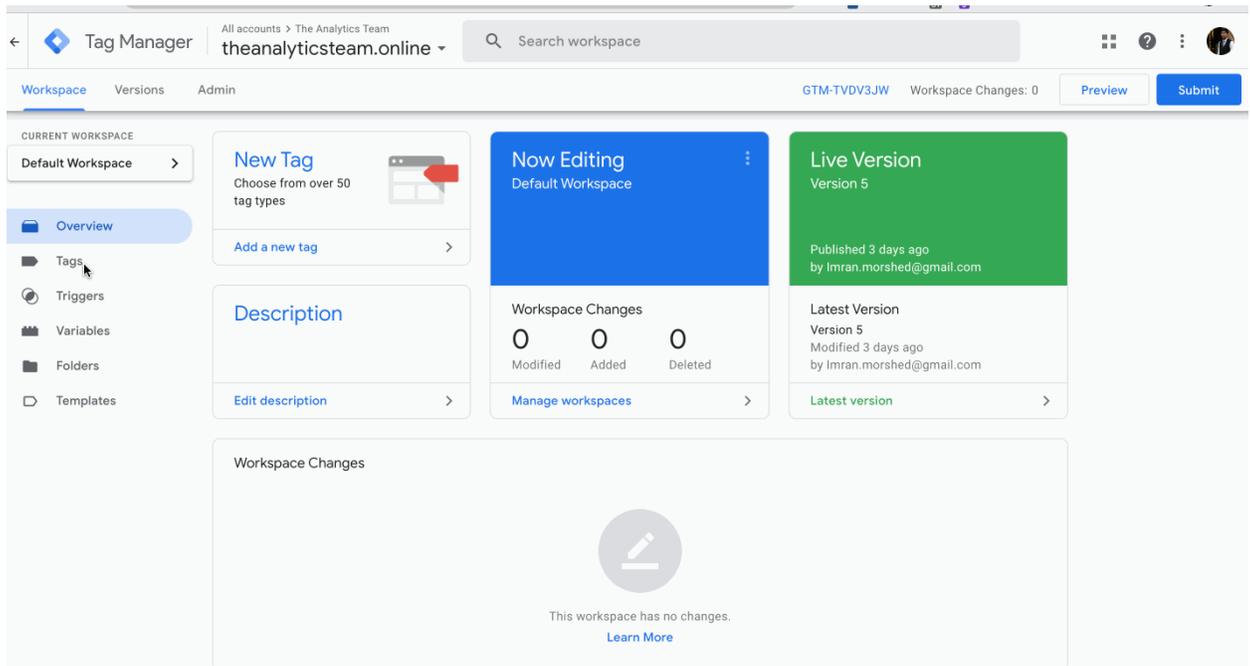


The screenshot shows the Google Tag Manager interface. The left sidebar has 'Tags' selected and highlighted with a red box and arrow. The main content area shows a 'New Tag' button, a 'Now Editing' section, and a 'Live Version' section. The 'Workspace Changes' section shows 0 Modified, 0 Added, and 0 Deleted.

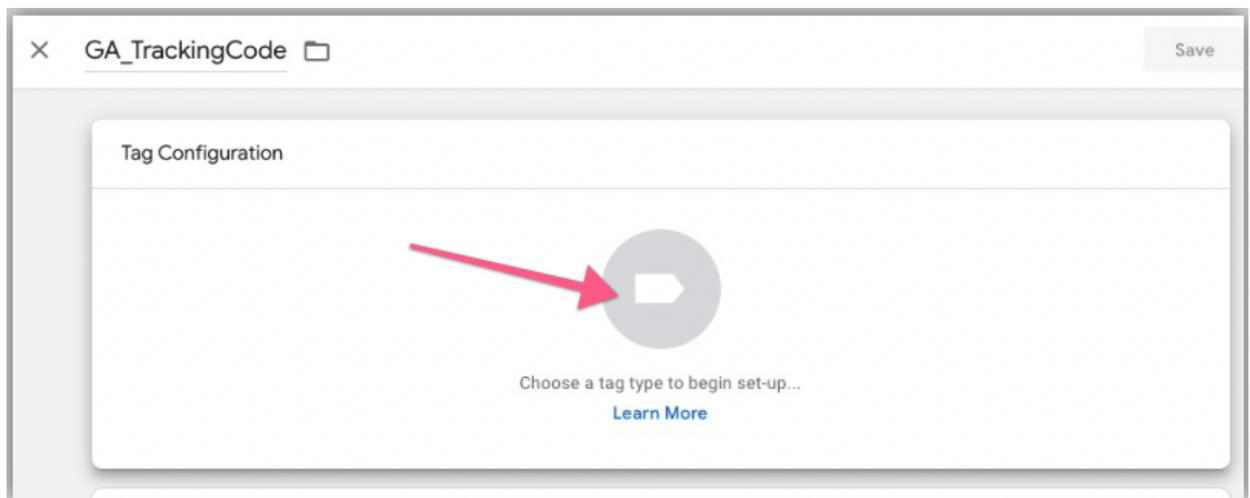
4. Click on “New” and rename your tag. It is recommended that it contains a mention to Google Analytics, it makes it easier in the future to locate the tags you are looking for.
  - a. **Note:** When creating new tags it's recommended to define a naming convention from the beginning, this keeps your Google Tag Manager set up neatly organized and easy to maintain for many years to come.

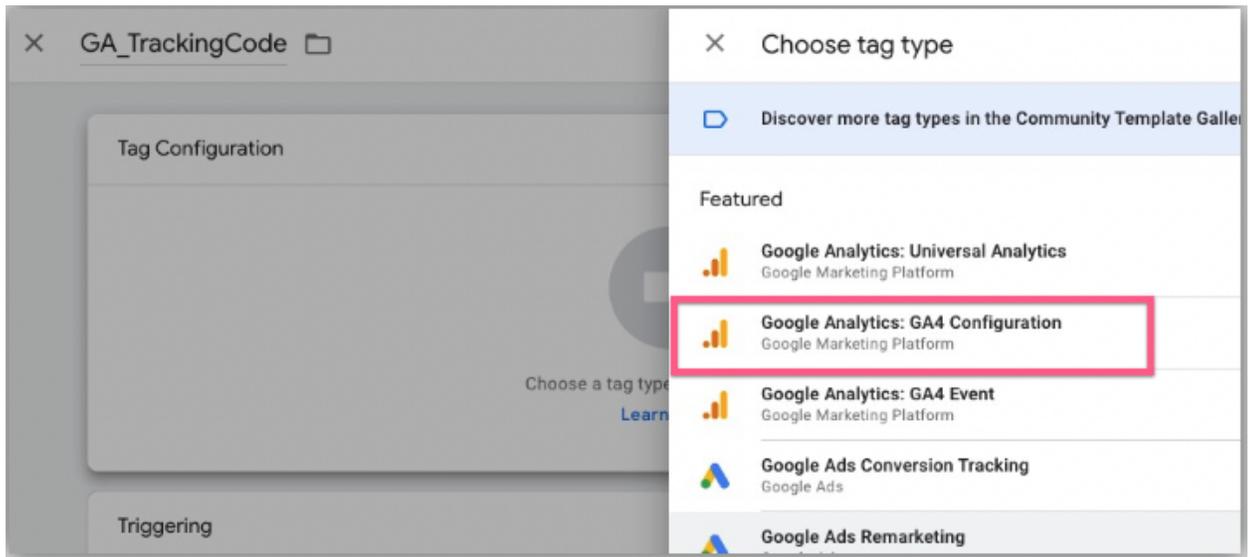
[Abbreviated Name Of Tool]\_[Use for this tag] is a good start.

i. e.g: “GA\_TrackingCode”

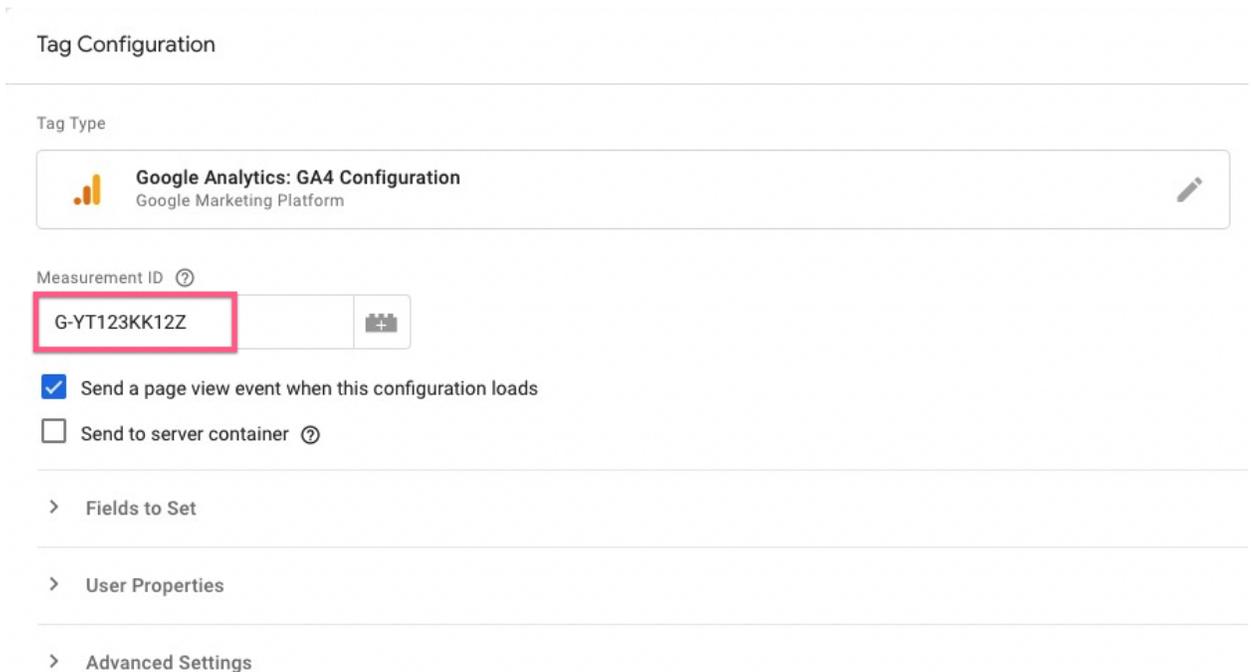


5. Click on the “Tag Configuration” section → Select “Google Analytics 4 configuration”:

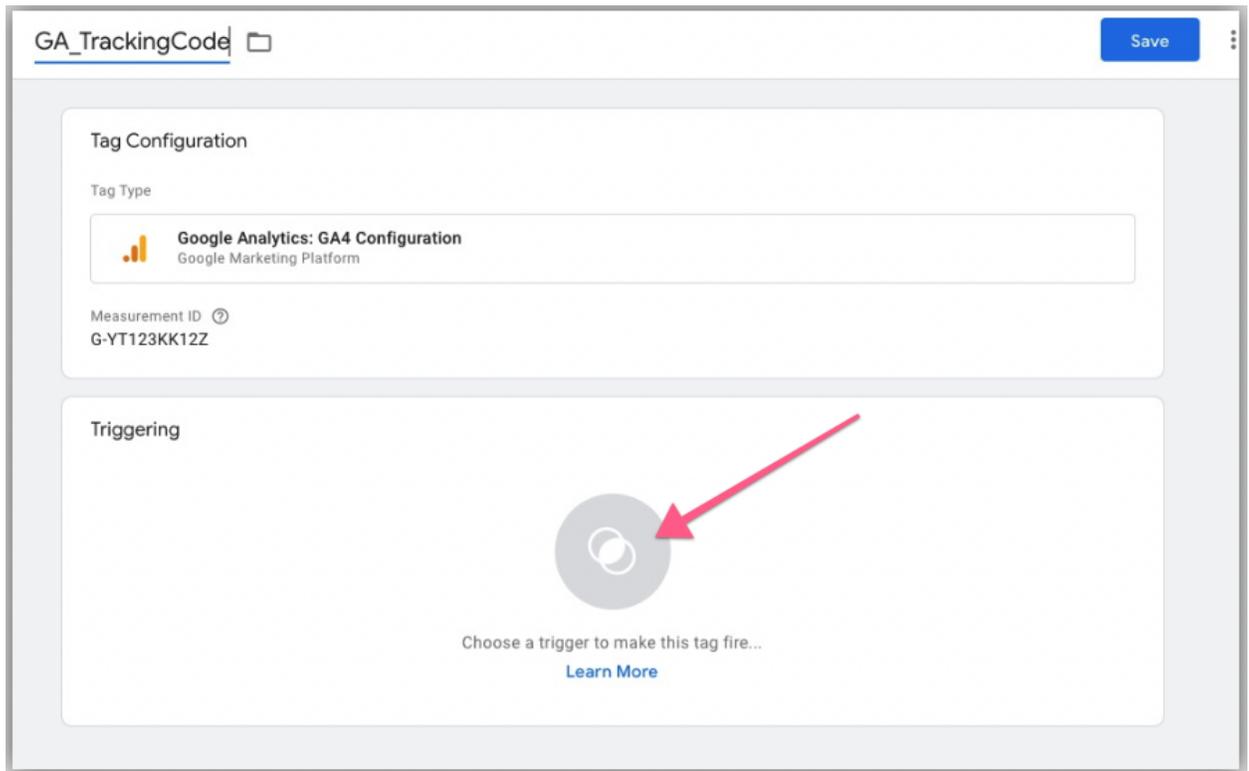




6. Paste the Measurement ID that you copied from Google Analytics earlier.



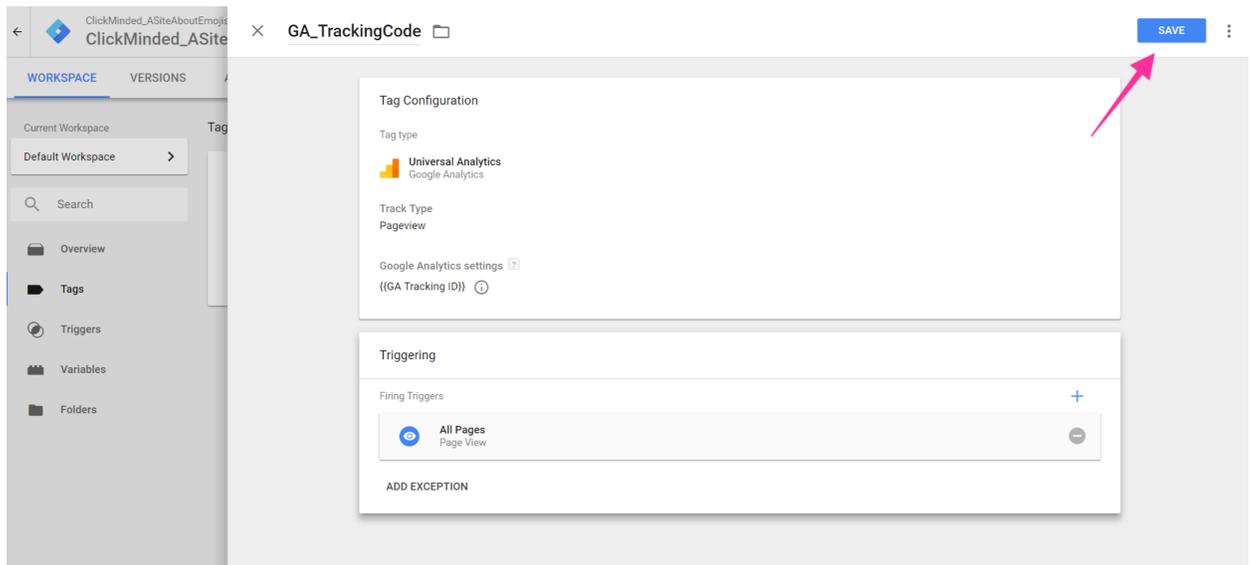
7. Next, click on the Trigger icon to set up a trigger for this tag.



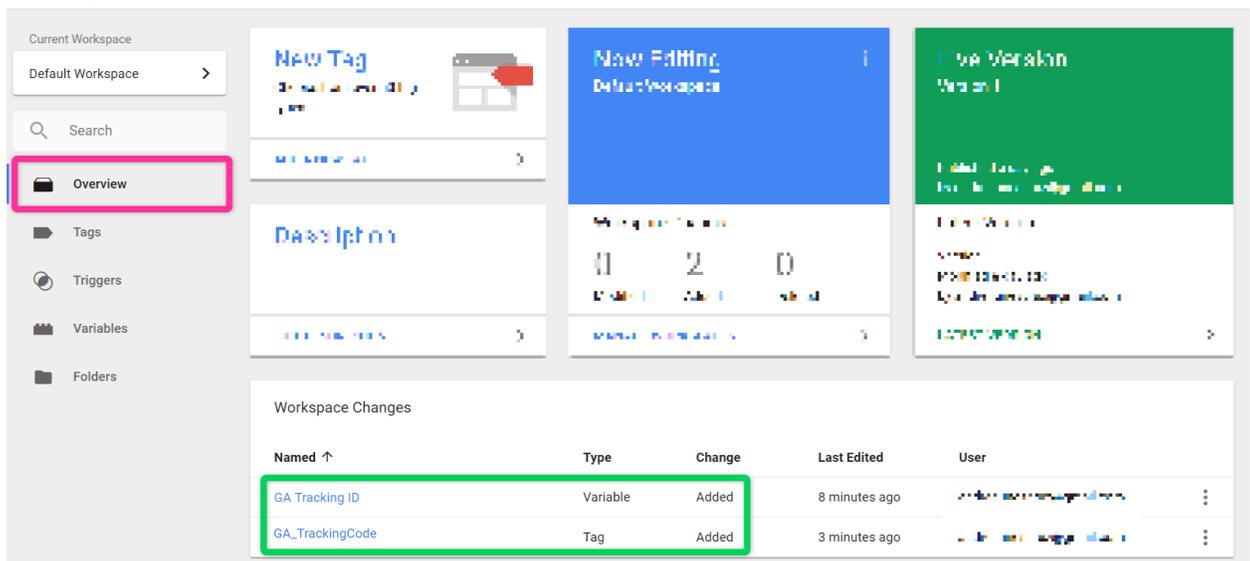
8. Select "All Pages". This is to fire the Google Analytics 4 on all pages on your website (recommended).



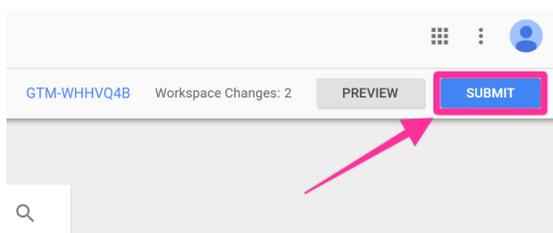
9. You are now ready to save your settings by clicking on "Save":



10. If you now click on “Overview” on the sidebar, this is how your Google Tag Manager overview dashboard should look like:

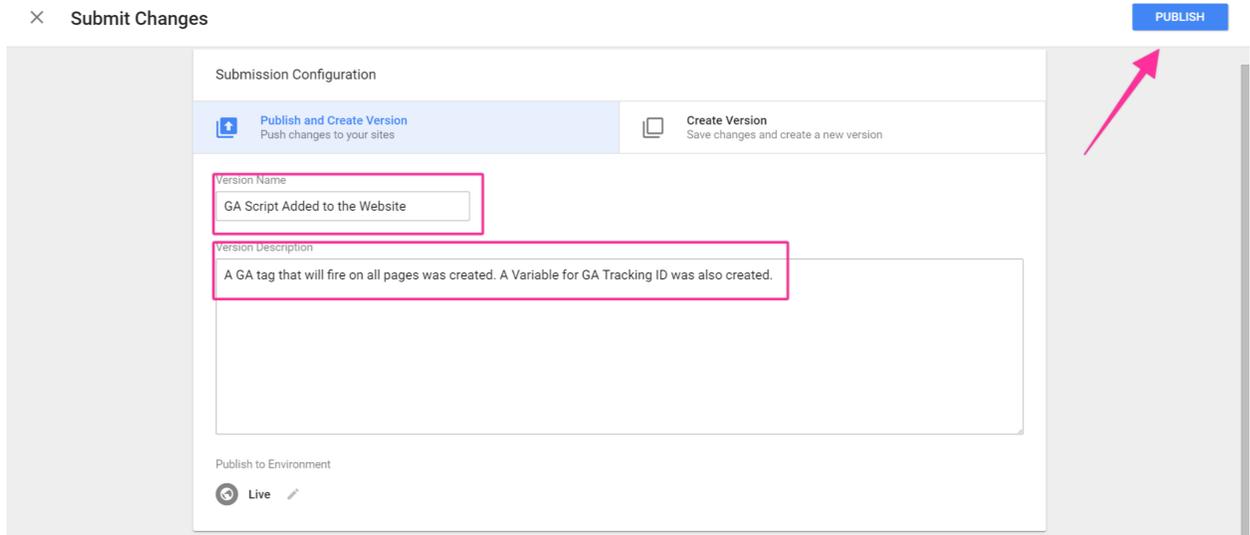


11. If everything looks ok, you are now ready to hit “Submit”

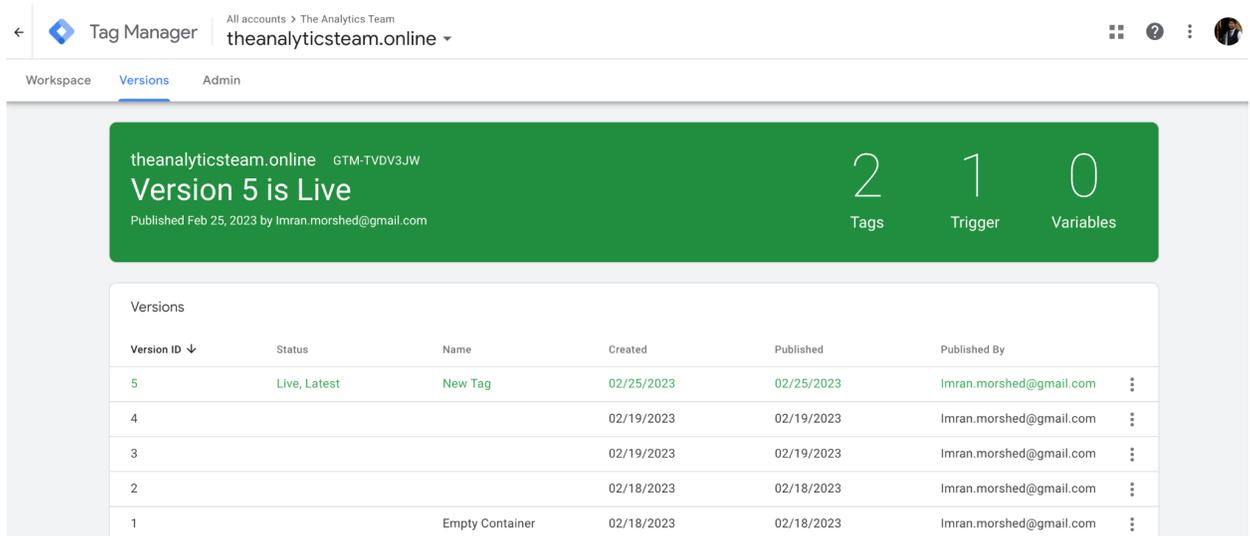


12. In the Submission Configuration panel, you will be given the chance to add a **name** and **description** to this version. After you have done so, hit “Publish”.

- a. **Note:** Adding a name and description is optional but recommended. You should enter the information here that will make it easy to know what changes are being made.



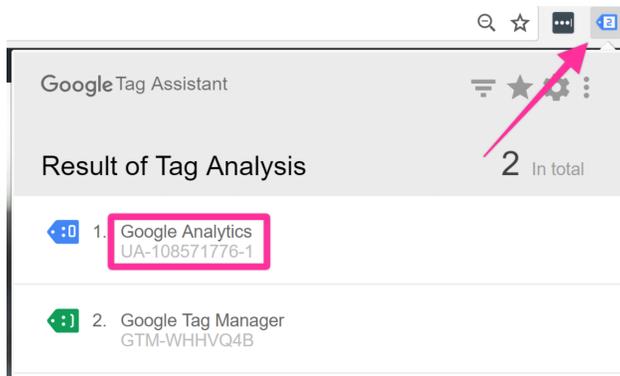
13. You will now be taken to see the summary of the changes you’ve just made:



## Verify your set up with Google Tag Assistant

*Note: This step requires Google Chrome's [Google Tag Assistant extension](#) to be installed on your browser.*

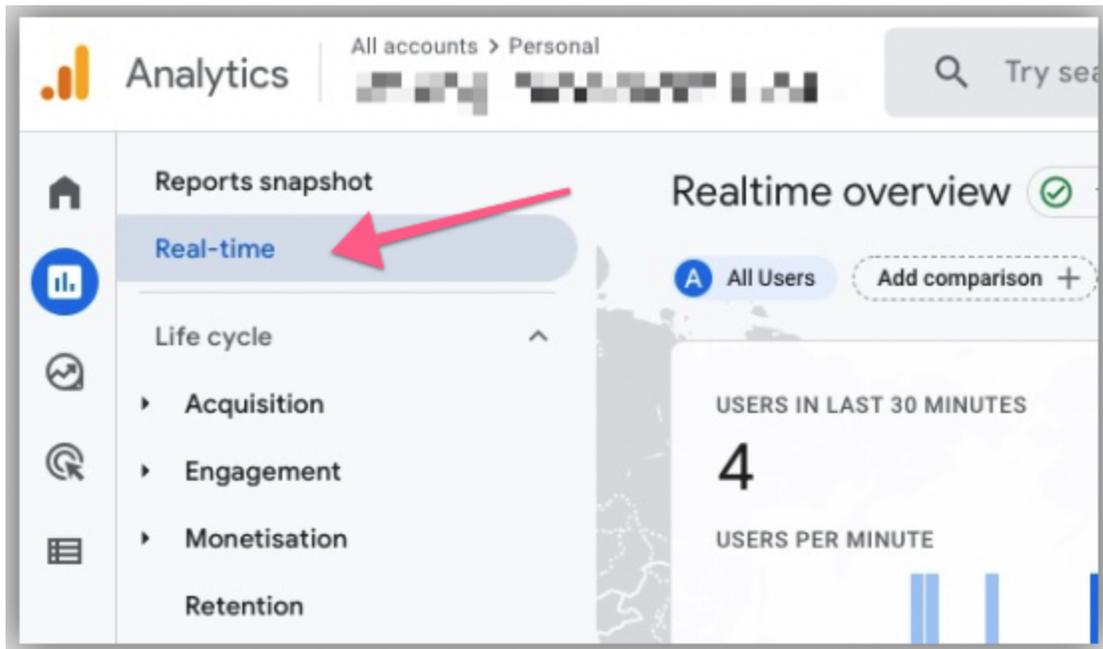
1. Go to your website's homepage
2. On your browser click on the Tag Assistant Icon



3. You should be able to see a Tag named "Google Analytics" and your Analytics Tracking ID beneath it (G-XXXXXXXXXX)
4. Repeat this procedure for a few more pages of your website. You should always be able to see the "Google Analytics" tag inside Google Tag Assistant.

## Verify your setup inside Google Analytics

1. Open Google Analytics by heading over to <https://analytics.google.com>
2. You will be taken to your account dashboard.
3. Head to the real-time report under Report → Real-time



4. In another Google Chrome tab or window open up your website URL.
5. Now go back to the Google Analytics' tab and wait a few seconds.
6. You should see (at least) 1 active user on the website:

