

Last Updated / Reviewed: Jan 10th, 2023 Execution Time: ~15-30 minutes

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	Life cycle	WHICH PAGES AND SCREENS GET THE MOST VIEWS?	WHAT ARE YOUR TOP EVENTS?	WHAT ARE YOUR TOP CONVERSIONS?			
0	- Acquisition	Views by Page title and screen class	Event count by Event name	Conversions by Event name 🔘 🔻			
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≡	User acquisition	No1 Google Anagration agency 98	page_view 304	No data available			
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	<ul> <li>Engagement</li> </ul>	SOP 002: Add Gcs 4 Migration 31	scroll 151				
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	▶ Tech	View pages and screens $\rightarrow$	View events $\rightarrow$	View conversions →			
		WHAT ARE YOUR TOP SELLING PRODUCTS?	HOW DOES ACTIVITY ON YOUR PLA	TFORMS COMPARE?			
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**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 <u>WordPress</u>, <u>Shopify</u>.

**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.

#### 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.

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	Property + Create Property Website GA4 (123456789)	Data S	treams				
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	Property Settings		Website (	GA4 site.com/	1234567890	Receiving traffic in past 48 hours.	>
	Property Access Management						
	Data Streams						
	Data Settings						
	土, Data Import						

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



Web stream	n details		
STRE	AM URL s://website.com/	STREAM NAME Website GA4	MEASUREMENT ID G-YT123KK12Z
STRE 3355	AM ID STATUS 433822 Receiving	g traffic in past 48 hours. <u>Learn more</u>	
+:	Enhanced measuremen Automatically measure inte Data from on-page element ensure that no personally id	t ractions and content on your sites in ar s such as links and embedded videos m entifiable information will be sent to Go	Idition to standard page view measurement. ay be collected with relevant events. You must ogle. <u>Learn more</u>
	Measuring: 💿 Page v	riews 💿 Scrolls 😛 Outbour	d clicks + 3 more

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

3.



### 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 <u>SOP 004 - Add Google Tag Manager to a Wordpress</u> <u>Site</u>

- 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		
o to "Tags":						
🔷 Tag Manager	All accounts > The Analytics Team theanalyticsteam.online -	Q Search workspace			:: 0	;
orkspace Versions Ad	min			GTM-TVDV3JW Workspace Changes: 0	Preview	Subn
URRENT WORKSPACE						
efault Workspace >	New Tag Choose from over 50 tag types	Now Editing Default Workspace	:	Live Version Version 5		
Overview       Tags	Add a new tag			Published 3 days ago by Imran.morshed@gmail.com		
Triggers Variables	Description	Workspace Changes O O O O Modified Added Deleted		Latest Version Version 5 Modified 3 days ago by Imran.morshed@amail.com		
> Templates	Edit description >	Manage workspaces	>	Latest version >		
	Workspace Changes					

- 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"



Google Analytics 4 Google

Tag Manager

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

×	GA_TrackingCode	Save
	Tag Configuration	
	Choose a tag type to begin set-up	

Google Ads



×	GA_TrackingCode	×	Choose tag type
	Tag Configuration	D	Discover more tag types in the Community Template Galler
		Feat	ured
		.ıl	Google Analytics: Universal Analytics Google Marketing Platform
		al	Google Analytics: GA4 Configuration Google Marketing Platform
	Choose a tag type Learn	al	Google Analytics: GA4 Event Google Marketing Platform
		۸	Google Ads Conversion Tracking Google Ads
	Triggering		Google Ads Remarketing

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

Tag Configuration

Тад Туре	
Google Analytics: GA4 Configuration Google Marketing Platform	i
G-YT123KK12Z	
Send to server container ③	
> Fields to Set	
> User Properties	
> Advanced Settings	

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



Google Analytics 4 Google

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	Learn More	
3.	Select "All Pages". This is to fire the Google Analytics 4 on all pages on your	

Choose a trigger to make this tag fire...

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



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





Google Analytics 4 Google

Tag Manager

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

Current Workspace Default Workspace	New Tag Grant a constitue	Now Editing i Default/verspace	Live Version Vectori
Q Search	area y		Table Inc. p.
Tags	Desciption	Web growth a new	L de Wern
Triggers		(1 2 D Roman Anni Anni	in one of the second state
Variables	and second (	present to restance ( )	1.79% Well of States
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	GA Tracking ID	Variable Added 8 minute	es ago <b>ester es una prelano</b>
	GA_TrackingCode	Tag Added 3 minute	sago 💶 🖢 🚥 🖬 👘 🖉 🖬 🖬 🕴

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





Google Ads

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- 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.

× Submit Chang	es		PUBLISH
	Submission Configuration		1
	Publish and Create Version Push changes to your sites	Create Version Save changes and create a new version	
	Version Name GA Script Added to the Website Version Description A GA tag that will fire on all pages was created. A Variable for GA Tra	acking ID was also created.	
	S Live /		

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

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V	Vorkspace	Versions Admin									
		theanalyticste Version Published Feb 25, 20	am.online GTM-TVDV: 5 is Live J23 by Imran.morshed@gmai	зJW I.com		2 <sub>Tags</sub>	2 1 Tags Trigger				
		Versions									
		Version ID $ \psi$	Status	Name	Created	Published	Published By				
		5	Live, Latest	New Tag	02/25/2023	02/25/2023	Imran.morshe	d@gmail.com	:		
		4			02/19/2023	02/19/2023	Imran.morshe	d@gmail.com	:		
		3			02/19/2023	02/19/2023	Imran.morshe	d@gmail.com	:		
		2			02/18/2023	02/18/2023	Imran.morshe	d@gmail.com	:		
		1		Empty Container	02/18/2023	02/18/2023	Imran.morshe	d@gmail.com	:		



## Verify your set up with Google Tag Assistant

Note: This step requires Google Chrome's <u>Google Tag Assistant extension</u> 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-XXXXXXXX)
- 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  $\rightarrow$  Real-time



Google

Analytics 4

Google

- 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:



### TheAnalyticsTeam.

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