


A GUIDE TO GETTING SET-UP IN GOOGLE ANALYTICS AND GA4

SETTING UP Google Analytics For The First Time





Username

LOGIN

REGISTER

CREATE A NEW GOOGLE ANALYTICS ACCOUNT

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.

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”

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

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.

The default settings include:

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.

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.

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

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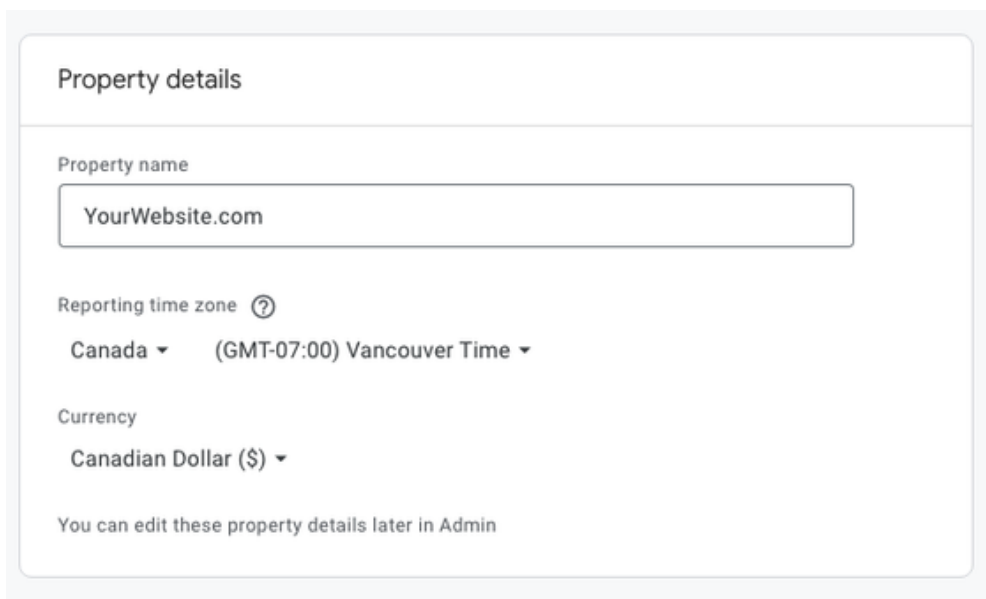
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Learn how Google Analytics [safeguards your data](#).

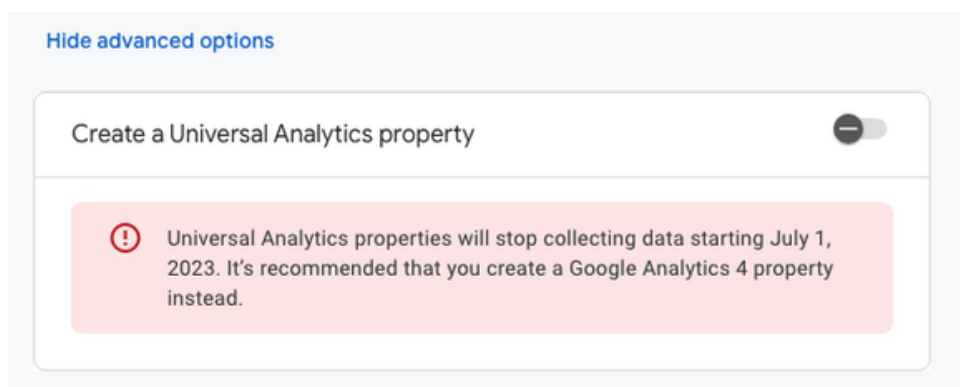
Step 5

- 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”



The screenshot shows the 'Property details' form in Google Analytics. It includes a text input field for 'Property name' containing 'YourWebsite.com'. Below this are two dropdown menus: 'Reporting time zone' set to 'Canada (GMT-07:00) Vancouver Time' and 'Currency' set to 'Canadian Dollar (\$)'. A note at the bottom states, 'You can edit these property details later in Admin'.

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.



The screenshot shows the 'Create a Universal Analytics property' toggle, which is currently turned off. Below the toggle is a red warning box with an exclamation mark icon, containing the text: 'Universal Analytics properties will stop collecting data starting July 1, 2023. It's recommended that you create a Google Analytics 4 property instead.'



Step 6

- Populate your business information:

Business details

Industry category (Required)

Travel ▾

Business size (Required)

Small - 1 to 10 employees

Medium - 11 to 100 employees

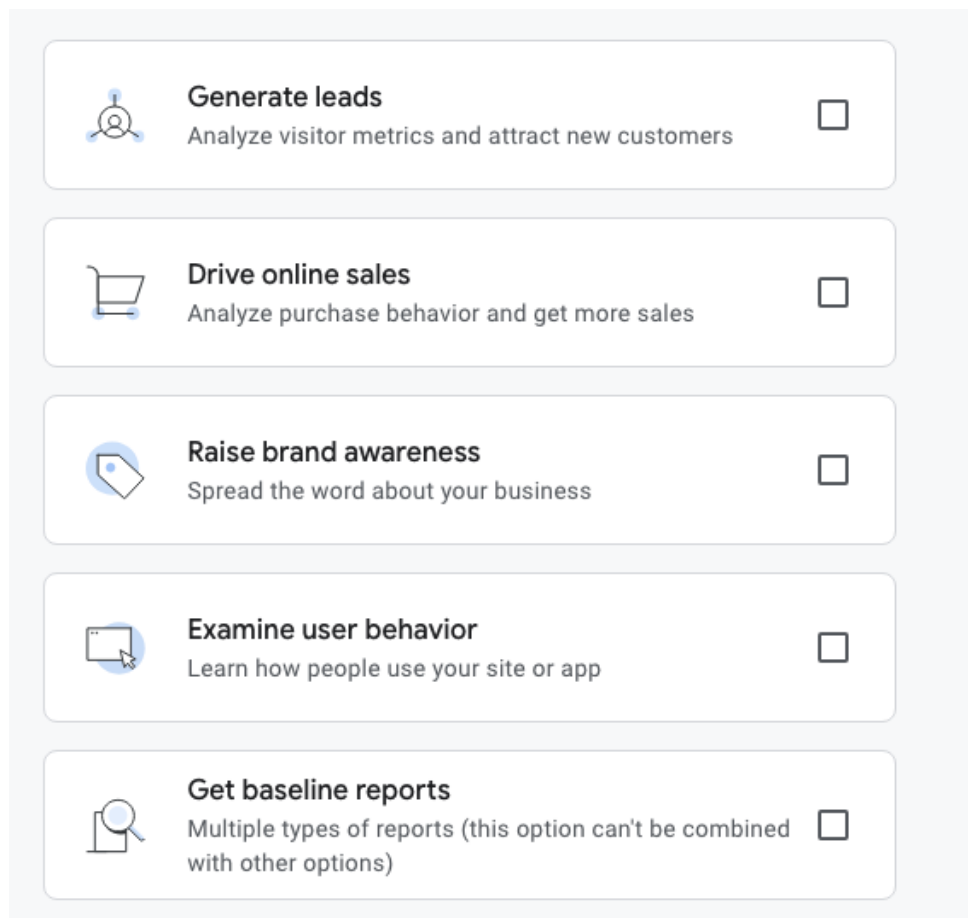
Large - 101 to 500 employees






Very Large - 501+ employees

- Click "Create"

Step 7

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



	Generate leads Analyze visitor metrics and attract new customers	<input type="checkbox"/>
	Drive online sales Analyze purchase behavior and get more sales	<input type="checkbox"/>
	Raise brand awareness Spread the word about your business	<input type="checkbox"/>
	Examine user behavior Learn how people use your site or app	<input type="checkbox"/>
	Get baseline reports Multiple types of reports (this option can't be combined with other options)	<input type="checkbox"/>

- Click "Create"

Step 8

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

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.

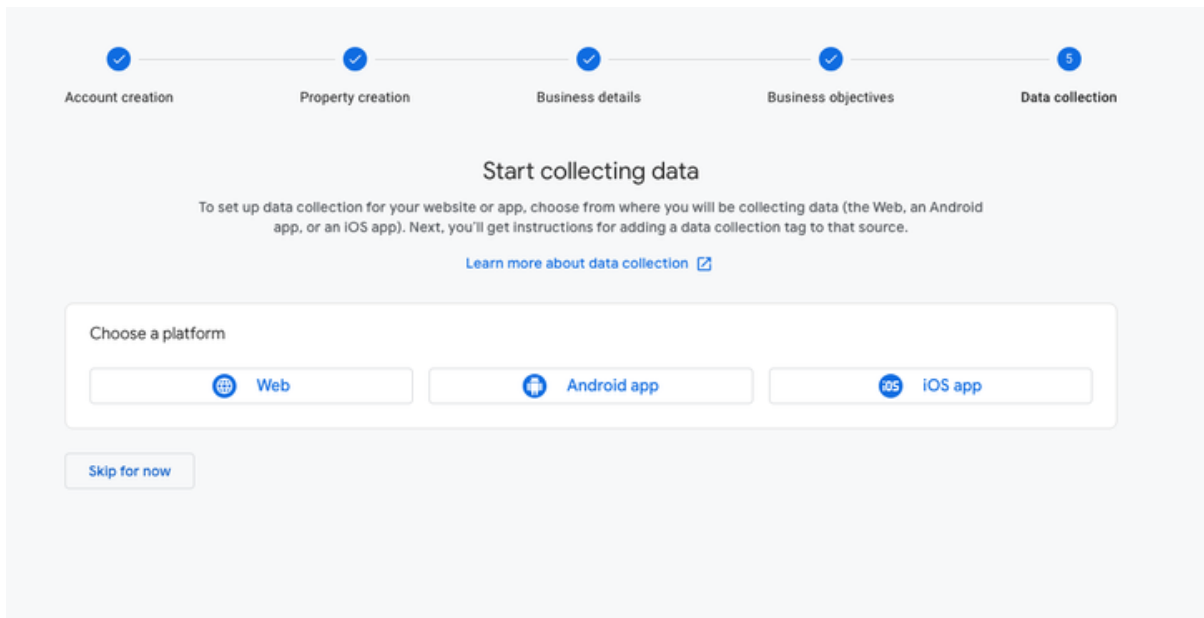
Google Marketing Platform

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

I Accept I Do Not Accept

- Click "I Accept"

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



- Continue configuring your account by “Setting Up Your New GA4 Property”.

[Link to the new Setting up your new GA4 Property PDF](#)