SETTING UP
Google Analytics
For The First Time

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"

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.
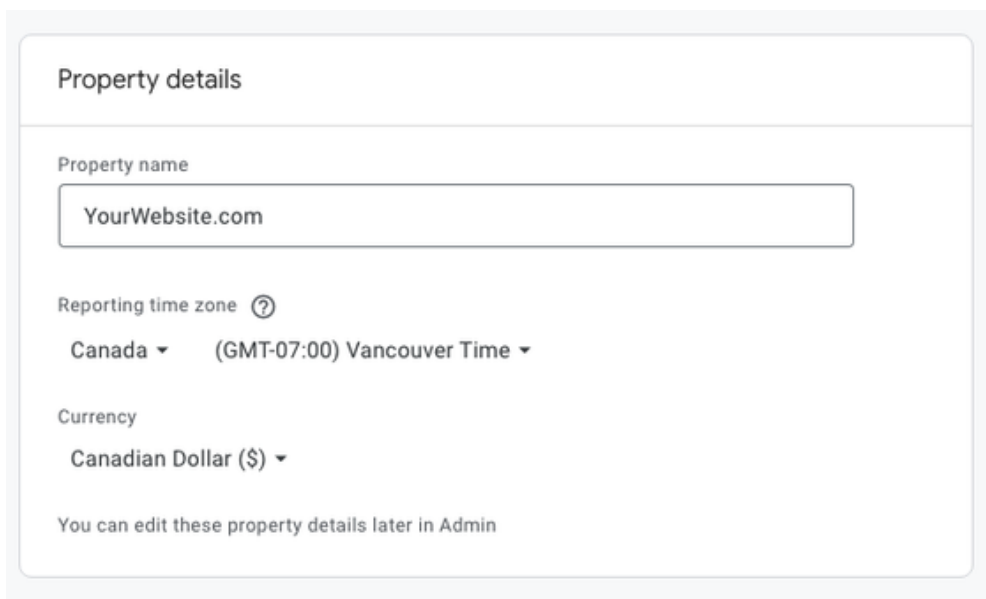
Account specialists

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.
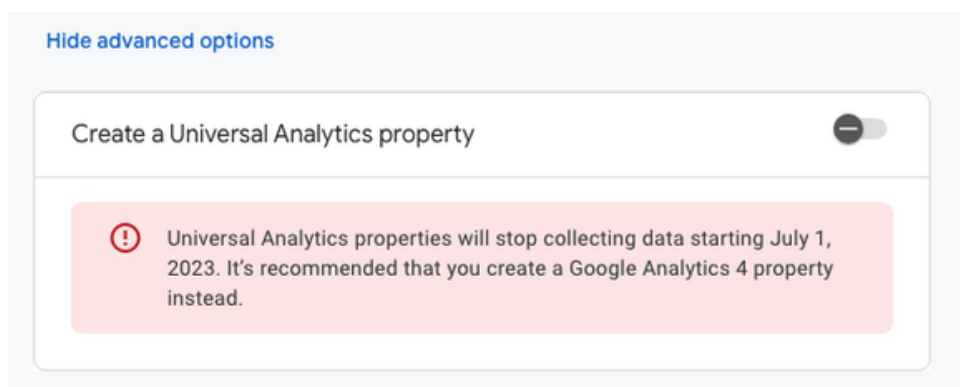
Step 5

- 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"

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.

Step 6

- Populate your business information:

Business details

Industry category (Required)

Travel ▾

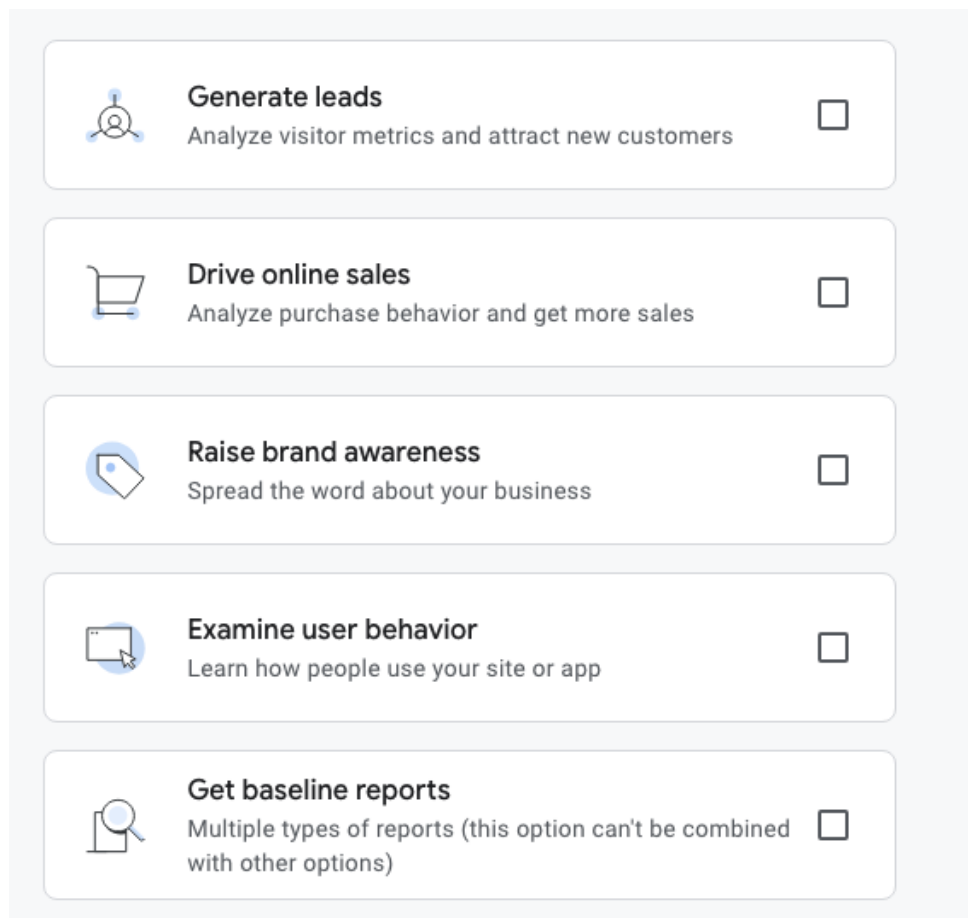Business size (Required)

○ **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.

- Click "Create"

Step 8

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

- Click "I Accept"

Congratulations! You have successfully created your account. You should now be on this page:
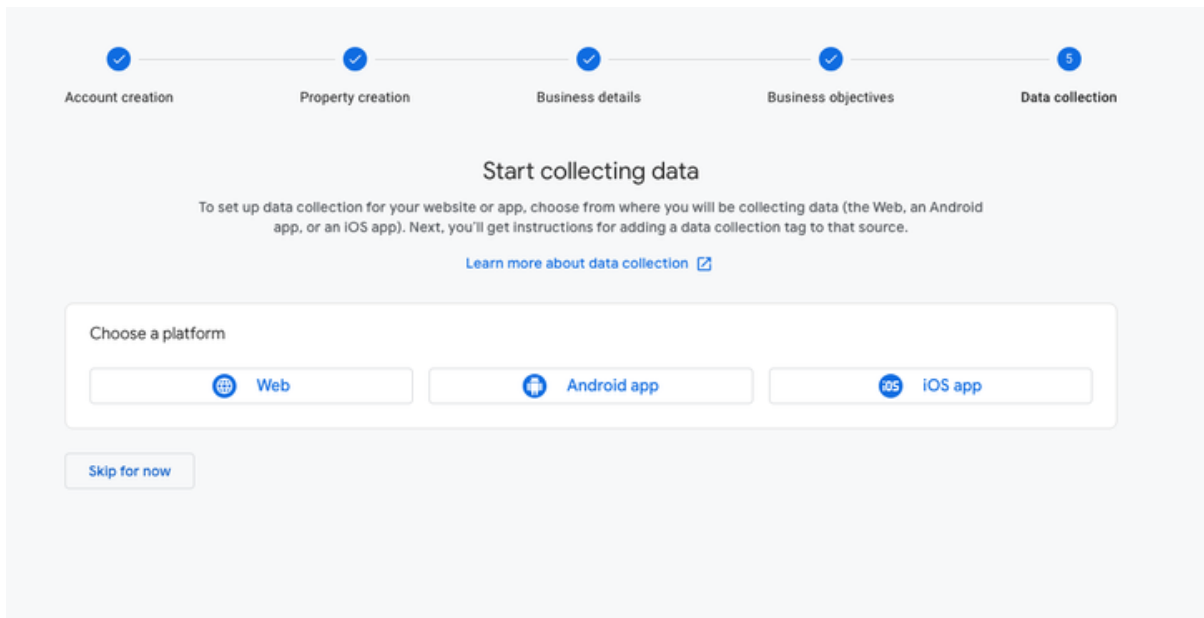
- Continue configuring your account by "Setting Up Your New GA4 Property".

  Link to the new Setting up your new GA4 Property PDF