

Google Analytics 4 Setup Guide: A Practical Checklist for Businesses

UNLOCKING GOOGLE ANALYTICS 4 FOR BETTER BUSINESS INSIGHTS



Welcome to our "Google Analytics 4 Setup Guide: A Practical Checklist for Businesses". In the ever-evolving digital landscape, understanding your website's or app's performance is vital. This is where Google Analytics 4 (GA4) comes in.

With GA4, you can gain valuable insights into your user and customer behavior, assisting you in making data-driven decisions that enhance your business strategies. But setting up GA4 can seem overwhelming for business owners or those just getting started with Google Analytics, which is why we've created this checklist.

In this streamlined guide, you'll learn the basics (and a few more advanced settings!) for your optimal GA4 setup - from account creation and tracking code installation to data stream setup and report configuration. This checklist will help you get your Google Analytics 4 account set up properly at a basic level and give you recommendations on more advanced set-up features as well. If at any point you feel yourself struggling, don't forget to reach out to your WSI Consultant for support!

BASIC SET-UP

1. Google Account Setup

- If you don't have one already, create a Google account.
 - Note:** Make sure you have access to the account that owns your website.

2. Create a Google Analytics 4 Property

- Log in to Google Analytics - visit <https://analytics.google.com/>
- Click on "Admin" in the bottom left corner.
- In the "Account" column, select the account in which you want to create the property.
- In the "Property" column, click on "+Create Property".
- Select "Google Analytics 4" and click "Next".
- Fill out the details for your property (website) and click "Create".



3. Set up Data Streams

- In the new GA4 property, go to "Data Streams" under "Admin".
- Choose the type of data stream that you need for your platform (iOS app, Android app, or Web).
- For a web data stream, enter your website URL and stream name, then click "Create stream".
- A "Measurement ID" will be generated. This will be used to link your website to GA4.
- Make sure that the "Enhanced Measurement" option is turned on to automatically track additional interactions like scrolls, video engagement, and site search.

4. Activate Google Signals

- Enables cross-device reporting, cross-device marketing, and cross-device conversion to Google Ads
- Click on "Data Settings" and "Data Collection under "Admin"
- Toggle on the switch to "Enable Google signals data collection."

5. Implement Tracking Code and add to your website

- Get in touch with your web developer or WSI Consultant to find out the best way to install the code on your website/app.

6. Link to Search Console

- Search Console allows you to analyze your organic search results for your website in Analytics.
- You can only link Search Console if you have it already set up for your site. If you don't have it set up, we strongly recommend that you implement this.

(i) Note: You can visit <https://search.google.com> to do this or speak with whomever is managing your website.

- In the "Admin" menu, under "Property", click on Search Console Links
- In the link table, click "Link" and "Choose Accounts"

(i) Note: You must be a verified owner of your Search Console property to be able to complete this step

- Select "Choose Account" and click "Confirm".

7. Set up Events

- GA4 has automatic tracking for some basic events, but you can also configure custom events as needed.



- For event setup, navigate to "Events" in the left menu, then "Create Event".

Note: We recommend reaching out to your WSI Consultants for any custom setup in your Google Analytics 4 account.

8. Configure Conversions

- Conversions (which used to be called "Goals" in UA) are specific events that you want to track as meaningful actions, like form completions or product purchases.
- Purchases are set as conversions by default
- To set them up other events as Conversions, navigate to "Conversions" in the left menu, then toggle any existing events to Conversions
- If you need to create a custom Conversion, then you need to have created the custom event beforehand. To create the conversion, click on "New Conversion Event" and then enter the name of the custom event. The event name and the conversion name must be identical.

9. Link to Google Ads

- To import conversions, remarketing lists, and analytics data, link your GA4 property to your Google Ads account.
 - Note:** To link the account, you'll need access to the Google Ads account for your business. Connect with your WSI Consultant for support or whomever is running your Google Ads.

10. Check Data

- After a day or so, check to make sure data is coming into your GA4 property as expected.
- Go to "Admin", then "Property" and "Data Stream"
- If everything is working properly, you'll see a message that you're "receiving traffic in the past 48 hours."

11. Set Up Reporting

- Familiarize yourself with GA4's reporting and visualization features, and set up some basic reports for the metrics that matter most to your business.
- Remember that GA4 is built around events and user engagement, so think about the types of interactions that are most important for your website or app, and ensure you're tracking those effectively.

This checklist covers the basic setup. There are many other advanced features in GA4 that you might want to explore as your familiarity with the platform grows, such as setting up audiences, configuring remarketing actions, and setting up advanced analysis and funnel.



ADVANCED SET-UP

This checklist covers some of the more advanced features and custom reports in Google Analytics 4 (GA4).

- ⓘ **Disclaimer:** This is where things can get a little tricky. If you are not familiar with Google Analytics 4 or do not have an internal team member who is capable of carrying out the below setps, please reach out to speak to one of our WSI Consultants so we can help make sure everything is configured properly for you!

1. Configure Basic Filters

- Apply IP filters if needed to exclude traffic from your company or any other IPs that you do not want to track.
 - ⓘ **Note:** Not sure what your IP address is? Simply Google “what is my ip” and it will tell you.
- Go to “Data Settings” and select “Data Filters”
- Click “Create Filter” and indicate which traffic to exclude from your Analytics reporting

2. Setup Custom Definitions

- This involves setting up custom dimensions and metrics. They can be event-level or user-level data.
- You can do this under "Custom Definitions" in the "Property" column in the "Admin" section.

3. Setup Audiences

- Use GA4 to define audiences based on user properties, events, and other parameters.
- Audiences can be used to understand user behavior better for remarketing or personalization.
- If you’re running Google Ads campaigns, this will be very important to help you run targeted audience campaigns and remarketing lists.

4. Configure Remarketing Actions

- Under "Audiences", you can select the audiences you want to be available for remarketing.
- Make sure that your Google Ads account is linked for remarketing actions to be effective.

5. Setup Advanced Analysis and Funnels

- GA4 has a feature called "Analysis Hub" where you can create advanced analyses like funnels and pathing.
- Funnel analysis is particularly useful for understanding user drop-offs in a set of events leading to a conversion.



6. Set Up Parameters

- Parameters provide additional information about events. You can set up custom parameters as needed.

7. Setup Conversion Paths

- This involves setting up attribution models and analyzing conversion paths in GA4.
- This can be done in the "Attribution" section of "Analysis Hub".

8. Setup Custom Reports

- GA4 allows you to customize your reporting based on your needs.
- Navigate to "Reports" on the left side, then click "+Create Custom Report". You can add dimensions, metrics, and filters as required. *VIDEO: How to ID your referral URLs.*

9. Configure Data Import

- GA4 allows you to import data from external sources to be used alongside the data collected by GA4.
- This can be set up in the "Data Import" section under "Property" in the "Admin" section.

10. Set Up User Properties

- User properties are attributes that you define to describe segments of your user base, such as language preference or geographic location.

11. OPTIONAL: Debug your setup

- Use the built-in debugging tools in GA4 or Google Tag Manager to verify that your tracking is working as expected.
- This helps ensure that all your events, parameters, and user properties are being tracked correctly.

12. OPTIONAL: Implement BigQuery Integration

- If you want to do a more advanced analysis, consider linking GA4 with Google BigQuery.
- This feature allows you to export raw data into BigQuery, where you can perform in-depth analysis.

13. OPTIONAL: Setup User ID tracking

- If your website or application has a login function, consider setting up User ID tracking. This will help you track individual user behavior across devices.
- Be sure to respect user privacy and local laws when setting up User ID tracking.



GLOSSARY OF TERMS

Google Analytics has its own terms for elements throughout its platform. And sometimes, understanding what they mean is half the battle. So, whether you're new to the platform or a seasoned user, this comprehensive glossary will provide you with clear definitions and explanations of commonly used terms within GA4, enabling you to navigate the world of analytics with confidence.

Measurement ID: A unique identifier assigned to each property in Google Analytics 4. It is used to link data collected from websites or apps to the corresponding property in the Google Analytics interface.

Events: Actions or interactions that users perform on a website or app, such as button clicks, form submissions, or video plays. Events are tracked in Google Analytics 4 to measure user engagement and behavior.

Conversions: Actions or goals completed by users that are defined as valuable to a website or app owner, such as making a purchase, completing a form, or signing up for a newsletter. Conversions help measure the effectiveness of marketing campaigns.

Sessions: A group of user interactions with a website or app within a specific time period. A session starts when a user arrives on a website or app and ends after a period of inactivity or when the user leaves.

Pageviews: The number of times a specific page or set of pages is viewed by users. Pageviews help measure the popularity and engagement of website content.

Users: The number of unique individuals who have visited a website or app. Users are identified by a unique identifier stored in cookies or other tracking mechanisms.

Audience: A group of users who share specific characteristics or behaviors. Audiences can be defined based on various criteria, such as demographics, interests, or engagement levels.

Dimensions: Attributes or characteristics of users or their interactions with a website or app that can be measured in Google Analytics 4. Examples of dimensions include user location, device type, or traffic source.

Metrics: Quantitative measurements or statistics associated with dimensions in Google Analytics 4. Metrics provide numerical values to quantify user behavior, such as the number of sessions, average session duration, or bounce rate.

Funnel: A sequence of steps that users go through to complete a specific goal, such as making a purchase. Funnels in Google Analytics 4 help analyze the effectiveness of user journeys and identify areas for improvement.



Congratulations on taking the first steps towards optimizing your Google Analytics 4 setup with our checklist! As you continue your journey, remember that the metrics you tracking using GA4 are only as powerful as your understanding and implementation of it. Properly setting up and managing your Google Analytics account is key to unlocking its potential for your business.

If at any point the process seems overwhelming or you need assistance tailoring Google Analytics to your specific business needs, reach out to your trusted and knowledgeable WSI Consultant. With their guidance, you can ensure that you're making the most of this powerful tool, refining your strategies, and growing your business based on accurate, insightful data.

Remember, mastery of GA4 is not an endpoint but an ongoing process. Keep exploring, learning, and leveraging this tool to drive your business forward!

ABOUT WSI

For over 25 years, WSI has been at the forefront of the digital revolution, empowering businesses large and small with marketing strategies tailored to their specific needs. We proudly stand as the world's most extensive network of digital marketing agencies, committed to bridging the gap between technology and customers.

We're passionate about helping businesses like yours thrive in today's fast-paced, ever-changing digital landscape. Our Digital Marketing Consultants and Agencies stay on top of industry trends and best practices so you can remain competitive.

If you're ready to unlock a world of possibility for your business and embrace all that digital marketing and Google Analytics 4 have to offer, speak with a WSI Digital Marketing Consultant and request your free digital consultation today.

