



Set up GA4 Analytics for a  
Website, Mobile & Kiosk

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# Google Analytics GA4 Tutorial (for a site setting up Analytics for the first time)

Instructions for creating a brand-new GA4 property and installing Analytics on a site with no prior setup.

## Step 1: Create a Google Analytics account

If you already have an Analytics account, skip this step and proceed to Step #2. Your first step is to set up an Analytics account, unless you already have one. Skip to creating a property unless you want to create a separate account for this website and/or app. For example, you might want to create another account if this website and/or app belongs to a separate business.

1. Go to <https://analytics.google.com>.
2. Click  **Admin** (lower left), click **Create**, then select **Account**.
3. Provide an account name. Configure the data-sharing settings to control which data you share with Google.
4. Click **Next** to add the first property to the account.

# Step 2: Create a new Google Analytics 4 property

You need the [Editor](#) role to add properties to a Google Analytics account. If you created this account, you automatically have the Editor role.

To create a property:

1. Are you continuing from "Create an Analytics account", above? If so, skip to step 2. Otherwise, in Admin, click Create, then select Property.
2. Enter a name for the property (e.g., "My Business, Inc. website") and select the reporting time zone and currency. If a visitor comes to your website on a Tuesday in their time zone, but it's Monday in your time zone, the visit is recorded as having occurred on Monday.
  - If you choose a time zone that honors Daylight Saving Time, Analytics automatically adjusts for time changes. Use Greenwich Mean Time if you don't want to adjust for Daylight Saving Time.
  - Changing the time zone only affects data going forward. If you change the time zone for an existing property, you may see a flat spot or a spike in your data, caused by the time shift forwards or backwards, respectively. Report data may refer to the old time zone for a short period after you update your settings, until Analytics servers have processed the change.
  - We recommend that you change the time zone for a property no more than once per day so Analytics can process the change.
3. Click [Next](#). Select your industry category and business size.
4. Click [Next](#). Select how you intend to use Google Analytics. **Note:** Google Analytics tailors the set of default reports based on the information you provide about how you intend to use Analytics. For example, if you choose "Generate more leads," you will see a collection of reports to help you measure lead generation.
5. Click [Create](#) and (if you are setting up a new account) accept the Analytics Terms of Service and the Data Processing Amendment.
6. Continue to [Add a data stream](#) to start collecting data.

# Step 3: Add a data stream

1. Are you continuing from "Create a property", above? If so, skip to step 2. Otherwise,
  - a. In Admin, under Data collection and modification, click Data Streams.
  - b. Click [Add stream](#) (Click iOS app, Android app, or Web).

## **iOS app or Android app**

*When you add an app data stream, Analytics creates a corresponding Firebase project and app data stream and automatically links the Firebase project to your property if your project and property are not already linked.*

1. Enter the iOS bundle ID or Android package name, the app name, and for iOS, the App Store ID, then click [Register app](#) (ask your Project Manager for this information).
2. Click [Next](#) and follow the instructions to download the config file for your app.
3. Click [Next](#) and follow the instructions to add the Google Analytics for Firebase SDK to your app.
4. Click [Next](#).
5. Run your app to verify installation of the SDK and that the app is communicating with Google servers.
6. Click [Finish](#). (Alternatively, click [Skip this step](#) if you want to complete app setup at a later time.)

## **Web**

1. Enter the URL of your primary website, e.g., "example.com", and a Stream name, e.g., "Example, Inc. (web stream)".
2. You have the option to enable or disable enhanced measurement. Enhanced measurement automatically collects page views and other events. Once the data stream has been created, you can always go back and individually disable the

enhanced measurement events you don't want to collect. So, we recommend that you enable enhanced measurement now.

3. Click [Create stream](#).

# Step 4: Add the Google tag directly to your web pages

You need access to the HTML for your web pages. Ask your web developer to perform these steps if you're unable to complete them yourself.

1. Sign in to your Google Analytics account.
2. Click [Admin](#).
3. At the top of the Property column, select your property.
4. In the Property column, click [Data streams > Web](#).
5. Click the [data stream](#) for your website.
6. Under Google tag, click [View tag instructions](#).
7. On the Installation instructions page, select [Install manually](#):

On the screen, you'll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with:

```
<!-- Google tag (gtag.js) -->
```

and ending with

```
</script>
```

Paste your Google tag immediately after the `<head>` on each page of your website.

Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data.

# Step 5: Add your tag using Google Tag Manager

For basic data collection, follow the [Google Tag Manager help center](#) instructions to add the Google Analytics: GA4 Configuration tag.

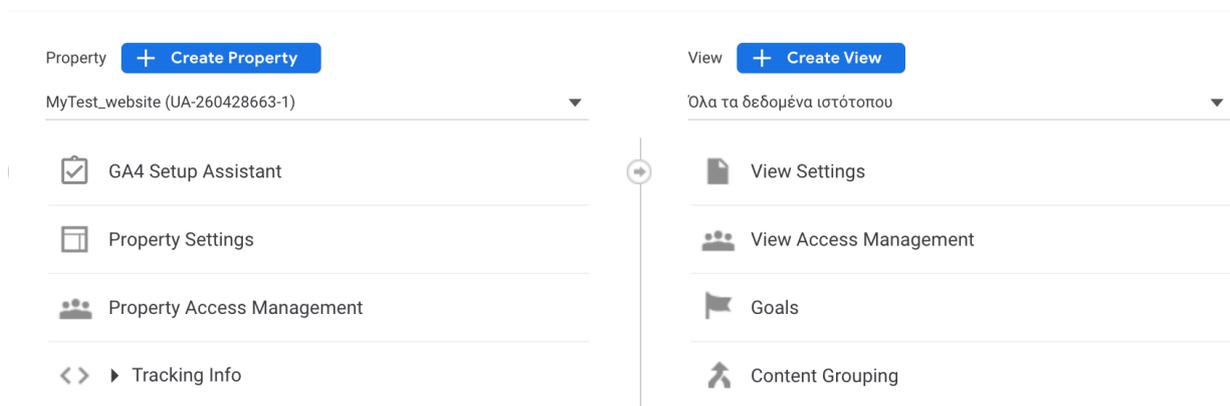
# Google Analytics GA4 Tutorial (for a site that already has Analytics)

Step-by-step guidance for upgrading or adding GA4 to an existing Universal Analytics or GA4-enabled property.

## Step 1: Create a GA4 property

To use the GA4 Setup Assistant, you need the Editor or Administrator role for the account. You can use the tool regardless of whether your website pages have a Google Analytics tag (gtag.js or analytics.js), a Google Ads tag (gtag.js), or a Google Tag Manager container.

1. In Google Analytics, click  **Admin** on the lower left corner.
2. In the Account column, make sure that your desired account is selected (if you only have one Google Analytics account, it's already selected.)
3. In the *Property* column, select the UA property that currently collects data for your website.



4. In the Property column, click [GA4 Setup Assistant](#). It's the first option in the Property column.
  - Don't see GA4 Setup Assistant? If you only see a grayed out Property Settings in the Property column, you have permissions in the View but not in the property or account. You need the Editor or Administrator role for the account to use the tool.
5. Choose how you want to migrate your Universal Analytics property. Note that the available options may vary:

- **I want to create a new Google Analytics 4 property:**

Migrate your basic settings, which includes migrating your tags, Google signals activation, and remarketing settings. This option does not migrate goals, audiences, links, and bidding in Google Ads. To use this option, click [Get Started](#). (Skip to step 6.)

- **I want a new Google Analytics 4 property set up for me aligned as much as possible with this property's settings:**

Migrate your basic settings, plus additional configurations, which include goals, audiences, links, and bidding in Google Ads. This option follows the same process as automatically created GA4 properties.

Note: If your Universal Analytics property doesn't have any views, this option is unavailable.

- To use this option, click [Create and configure a new property](#). On the Create a new Google Analytics 4 property page, you have the option to check Enable data collection using existing tags to include your existing tags in the migration. Then, click [Create property](#).

Note: The full migration takes up to five business days to complete. We send email notifications to inform users of new GA4 property creation.

6. (If you chose [I want to create a new Google Analytics 4 property](#) in step 5) On the Create a new Google Analytics 4 property page, you'll have one of the following options, depending on how your site is currently tagged:

- **Create and continue.** Choose this option to continue to the Set up a Google tag page (step 7).
- **Create property.** If you see this option, this means that Analytics can reuse your existing Universal Analytics tagging for your GA4 property. Analytics will create a connected site tag between your Universal Analytics and GA4 properties. Select this option and skip to the Next steps with your new GA4 property section (below).

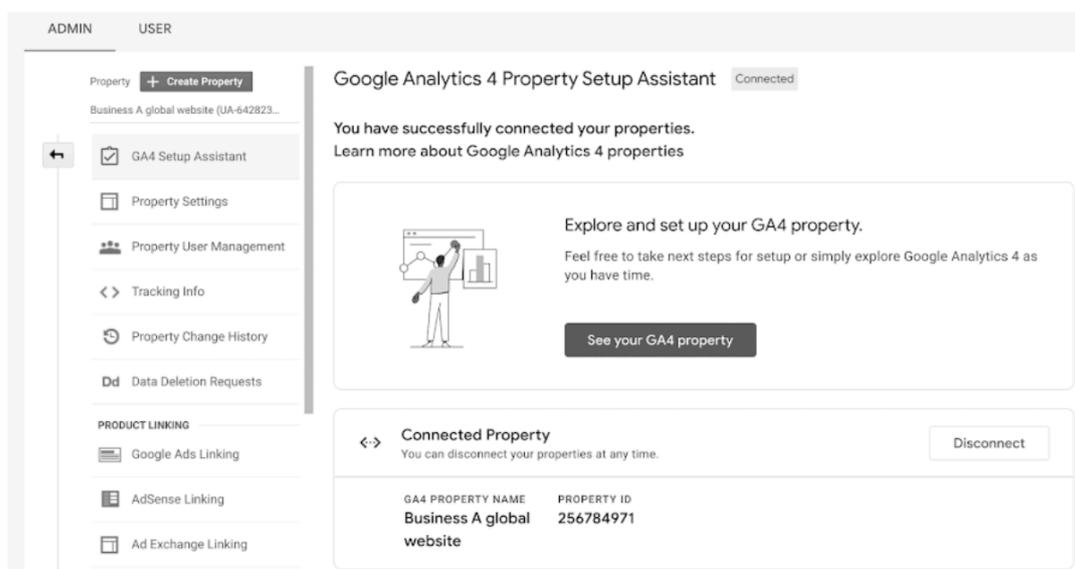
7. (If you chose **Create and continue** in step 6) On the Set up a Google tag page, install the Google tag manually (the first option below) or select the option that best describes your situation and follow the instructions to finish creating your new GA4 property.

## Step 2: Setting up your new GA4 property

When you're done, you'll see "You have successfully connected your properties" at the top of your Google Analytics 4 Property Setup Assistant page.

Make a note of your GA4 property's name so you can find it later. If your Universal Analytics property name is "Example property", your GA4 property name will be "Example property - GA4".

Click [See your GA4 property](#) to open Setup Assistant in your new GA4 property. Setup Assistant in Google Analytics 4 properties guides you through recommended features and settings to help you finish setting up your GA4 property.



It can take up to 30 minutes for data to begin appearing in your new GA4 property.

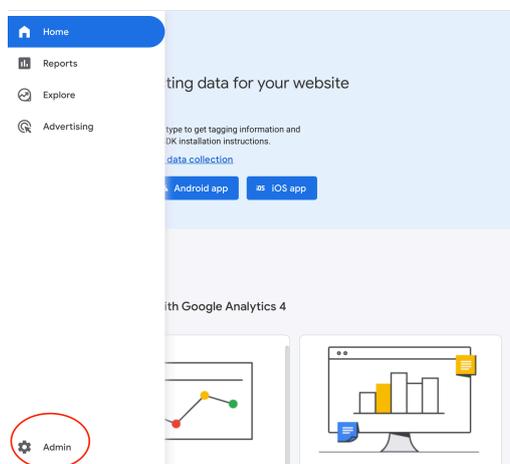
To verify that data is being collected, browse your website, then select [Realtime](#) from the report navigation. You should see activity in the Realtime report.

If you have an existing Firebase project, you can link this GA4 property to it. However, you have to do this from Firebase.

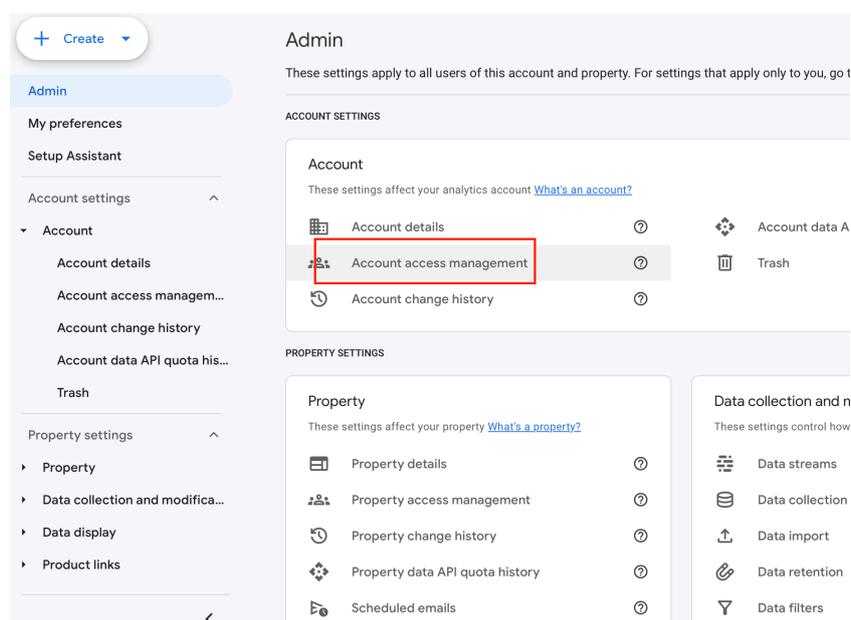
# Step 3: How to grant a user access & roles

Lastly you will need to give administrative access to this email [iprojectmarketing@gmail.com](mailto:iprojectmarketing@gmail.com). Once you have selected the account you want to give access to, follow the steps below.

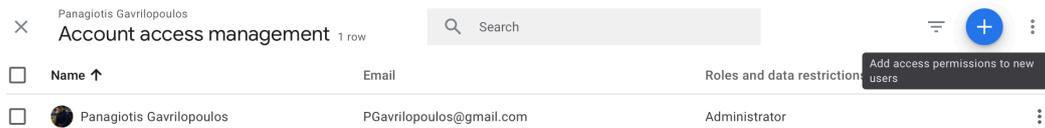
1. Click  **Admin** on the lower left corner.



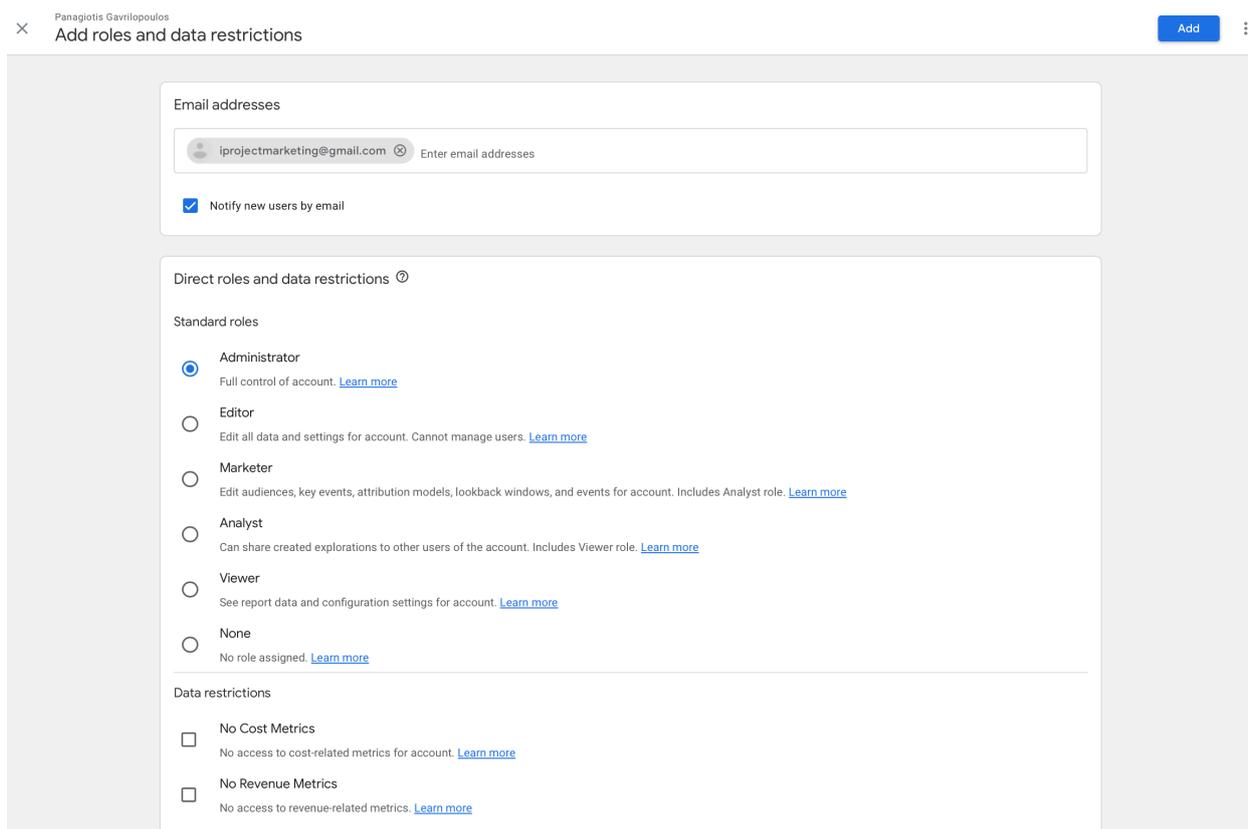
2. Go to **Account Access Management** (for account-level access) or **Property Access Management** (for property-level access).



- Click the **plus sign button (+)** on the top right corner and select the option **Add users**



- Enter the user's **Google account email address**, in this case [iprojectmarketing@gmail.com](mailto:iprojectmarketing@gmail.com)
- Select a **role**. In this case, set the role to Administrator.
- Select data restrictions if needed.



- Click the **Add** button on the top right corner.



Any Questions?

Contact us:

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