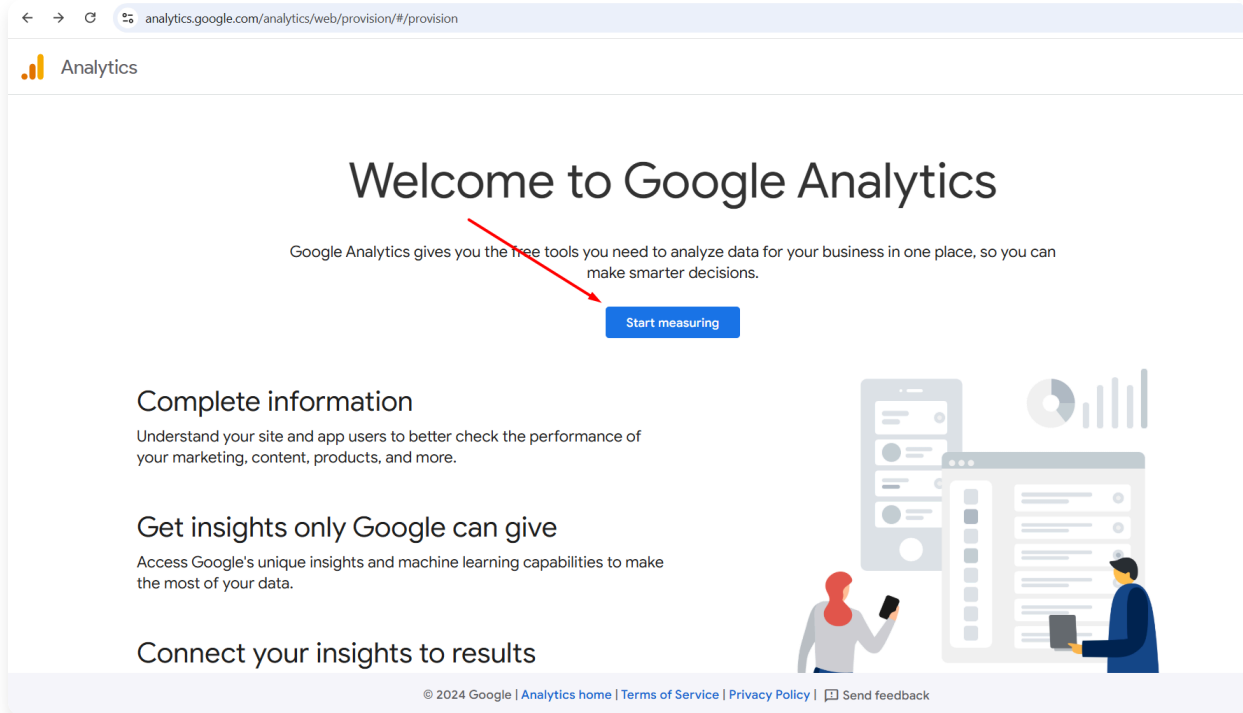


Google Analytics Setup Helper

Follow the steps below to set up Google Analytics:

1) Open Google Analytics and log in with your Google account by visiting [this link](#). After logging in, click the indicated button. If you already have an account, this will redirect you to your account.



2) Enter your Google Analytics account name and click Next.

analytics.google.com/analytics/web/provision/#!/provision/create

Analytics

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.

test

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

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 Analytics](#), 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. [Open 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
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☒ Recommendations for your business
Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products, providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

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

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next

© 2024 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

3) Enter your Property name and click Next.

analytics.google.com/analytics/web/provision/#!/provision/create

Analytics

Account creation

Property creation

Business details

Business objectives

Data collection

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Test Property

Reporting time zone

United States (GMT-08:00) Los Angeles Time

Currency

US Dollar (\$)

You can edit these property details later in Admin

Back Next

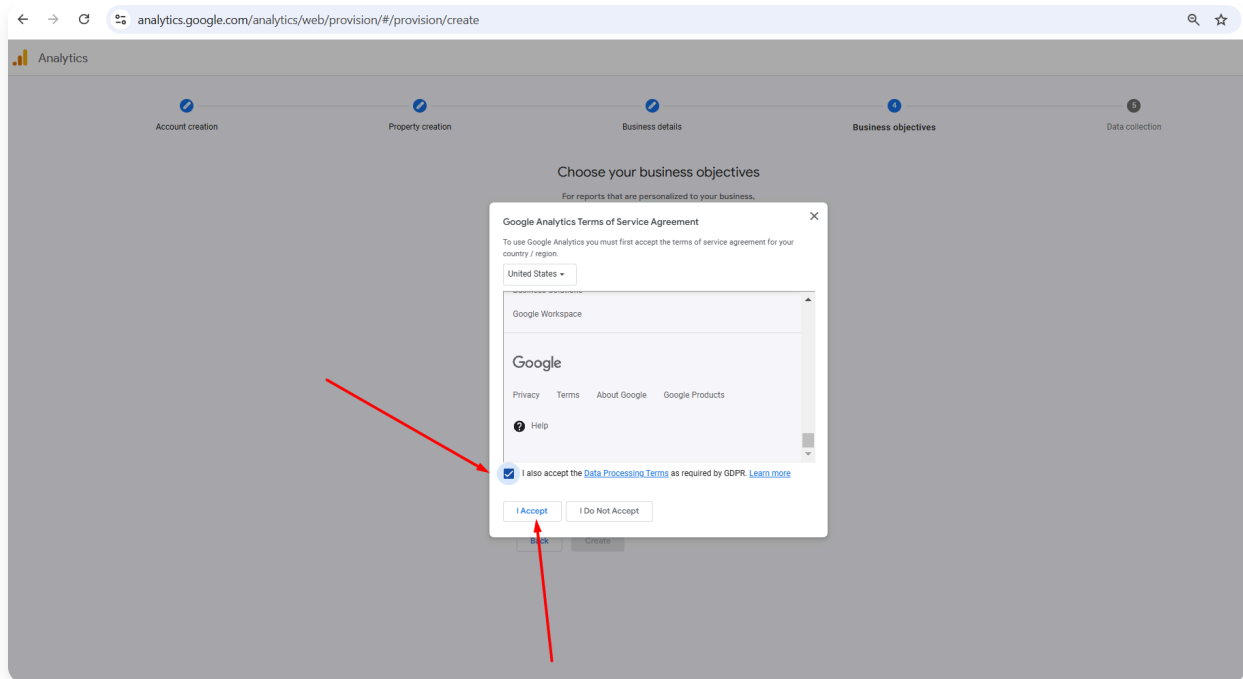
4) Select your business details and click Next.

The screenshot shows the 'Describe your business' step in the Google Analytics setup process. The breadcrumb trail at the top indicates the progress: Account creation, Property creation, Business details (current step), Business objectives, and Data collection. The main heading is 'Describe your business' with a subtext: 'Help us better understand your business by answering the following. Your input helps improve Google Analytics.' Below this is a 'Business details' form. It includes an 'Industry category (Required)' dropdown menu with 'Computers & Electronics' selected. A red arrow points to this dropdown with the text 'Choose anyone'. Below the dropdown is the 'Business size (Required)' section with four radio button options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees' (which is selected), 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. A red arrow points to the 'Medium' option. At the bottom of the form are 'Back' and 'Next' buttons. A red arrow points to the 'Next' button.

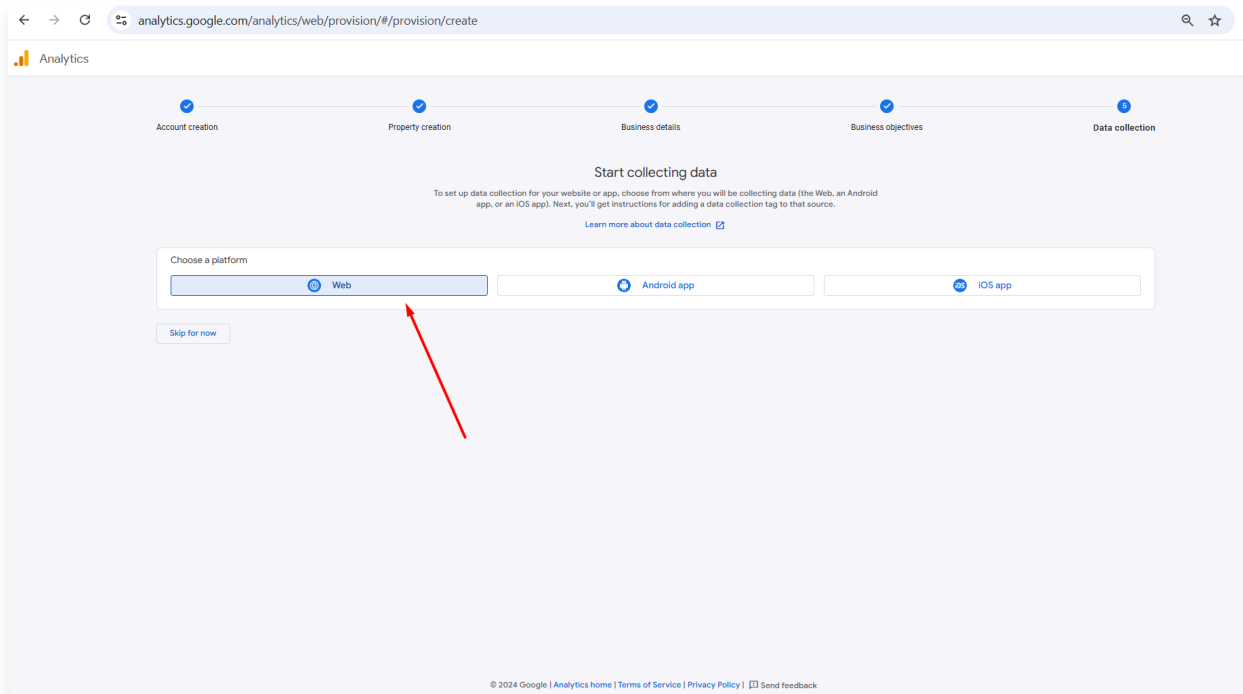
5) Choose your required options and click Create.

The screenshot shows the 'Choose your business objectives' step in the Google Analytics setup process. The breadcrumb trail at the top indicates the progress: Account creation, Property creation, Business details, Business objectives (current step), and Data collection. The main heading is 'Choose your business objectives' with a subtext: 'For reports that are personalized to your business, select the topics most important to you.' Below this is a list of five objective categories, each with a description and a checkbox: 'Leads' (Track actions that identify visitors as potential customers), 'Sales' (Analyze and optimize sales on your website or app), 'Traffic' (Measure who is visiting your website or app and where they are coming from), 'User engagement & retention' (Learn how people explore your products or services), and 'Other' (Multiple types of reports (this option can't be combined with other options)). The checkboxes for 'Leads', 'Sales', 'Traffic', and 'User engagement & retention' are all checked. A red box highlights the entire list of objectives. A red arrow points from the text 'You can choose with Own Usage' to the 'Traffic' option. At the bottom of the form are 'Back' and 'Create' buttons.

6) Review the terms and conditions, then click "I Accept".



7) Click on "Web".



8) Enter your valid domain or website (e.g., "xyx.myshopify.com" or "xyz.com"), choose a Stream name, then click "Create & Continue".

analytics.google.com/analytics/web/provision/#/provision/create

Analytics

Set up data stream

Create & continue

Set up your web stream

Website URL:

Stream name:

Enhanced measurement: ☒

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks [+ 4 more](#)

9) You have successfully created the Google Analytics account and property. Click on your property.

analytics.google.com/analytics/web/#/p470709192/reports/intelligenthome

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

Analytics

All accounts > test

Test Property

Try searching "URL builder + UTM"

Home

No data received from your website yet.

To start collecting data make sure your website is tagged using the Measurement ID: **G-RXSS6M5T6**

[Get tagging instructions](#)

Active users: 0

Event count: 0

New users: 0

Key events: 0

ACTIVE USERS IN LAST 30 MINUTES: 0

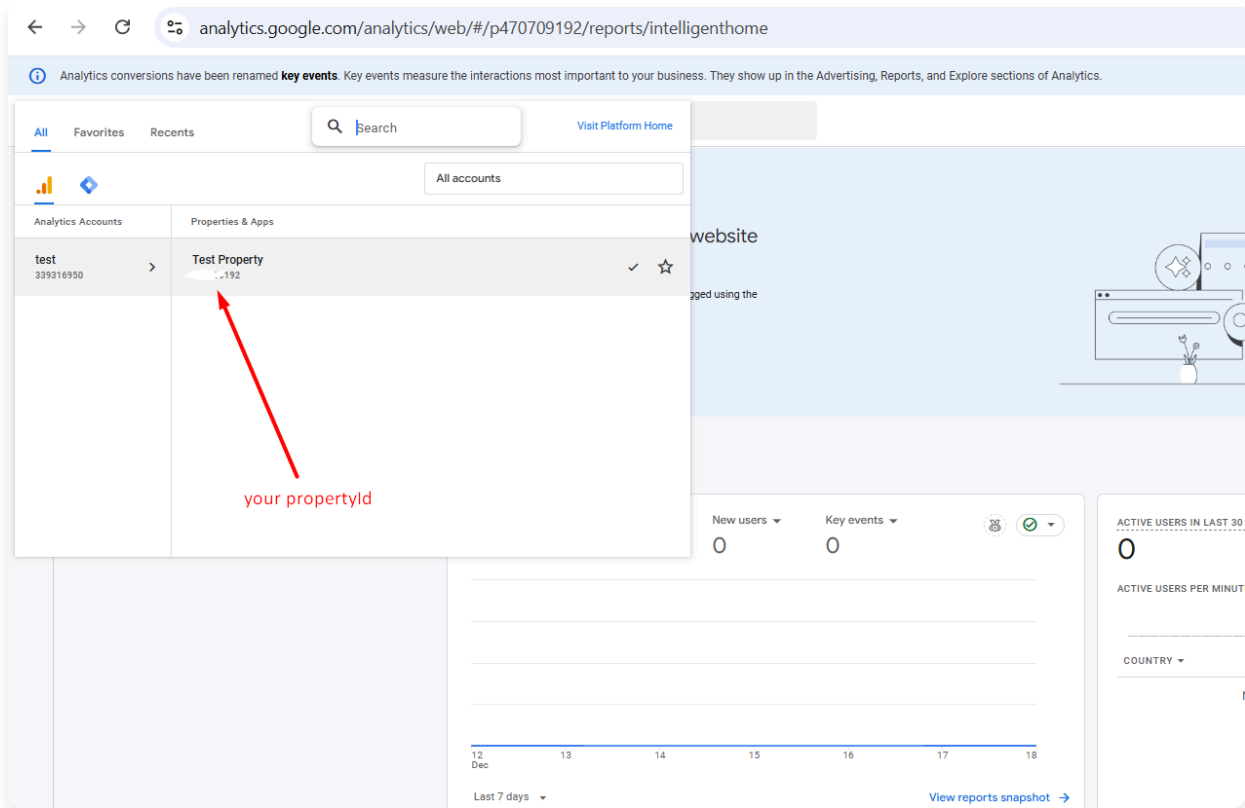
ACTIVE USERS PER MINUTE

COUNTRY: No data available

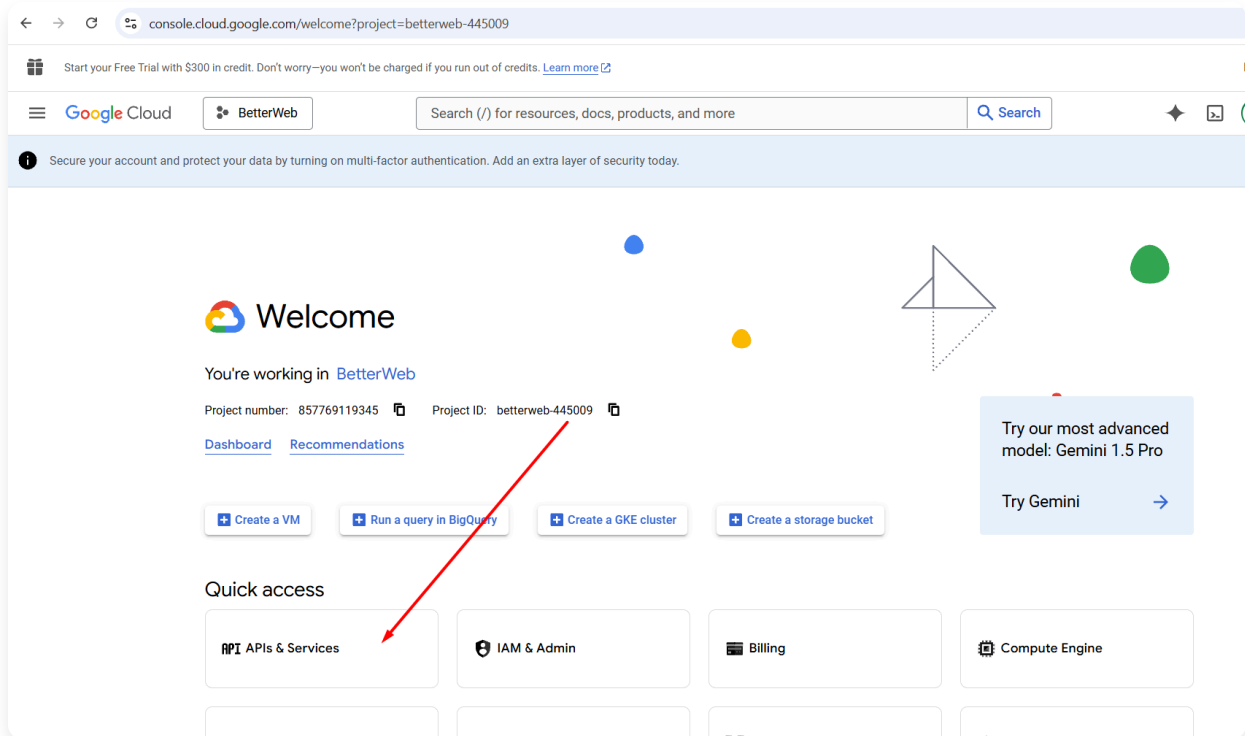
ACTIVE USERS: No data available

Get started with Google Analytics 4

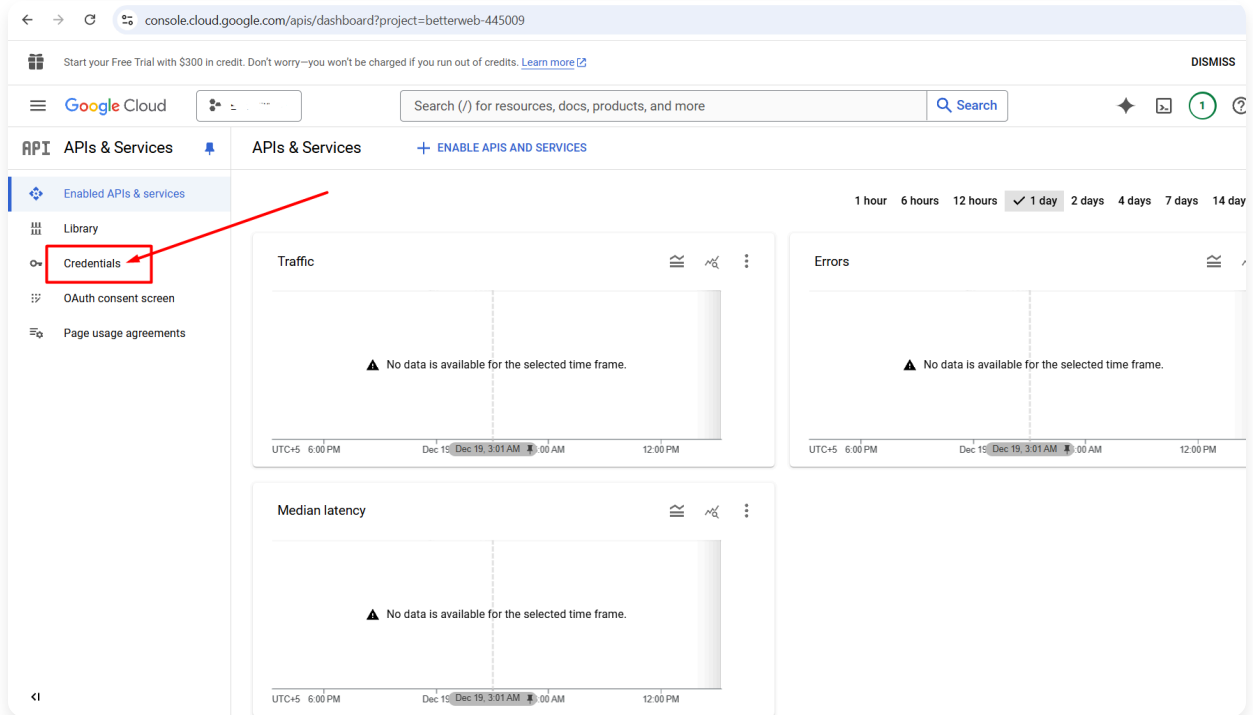
10) Copy and save your Property ID.



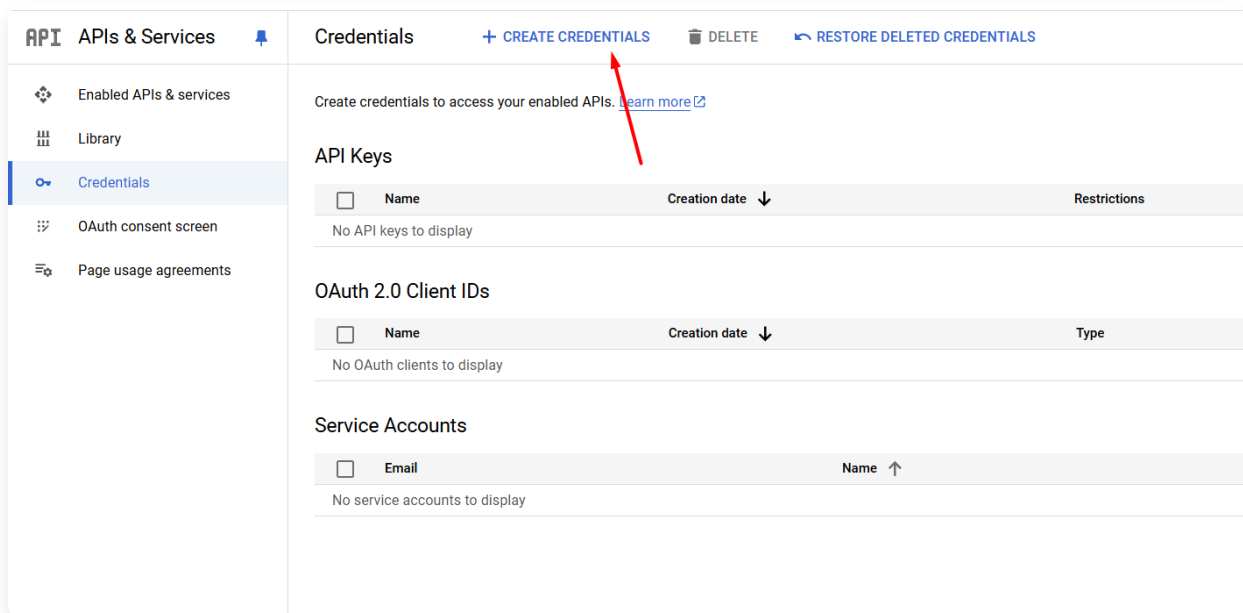
11) Now, configure the "Cloud Console Account" by visiting [this link](#), then click on "APIs & Services".



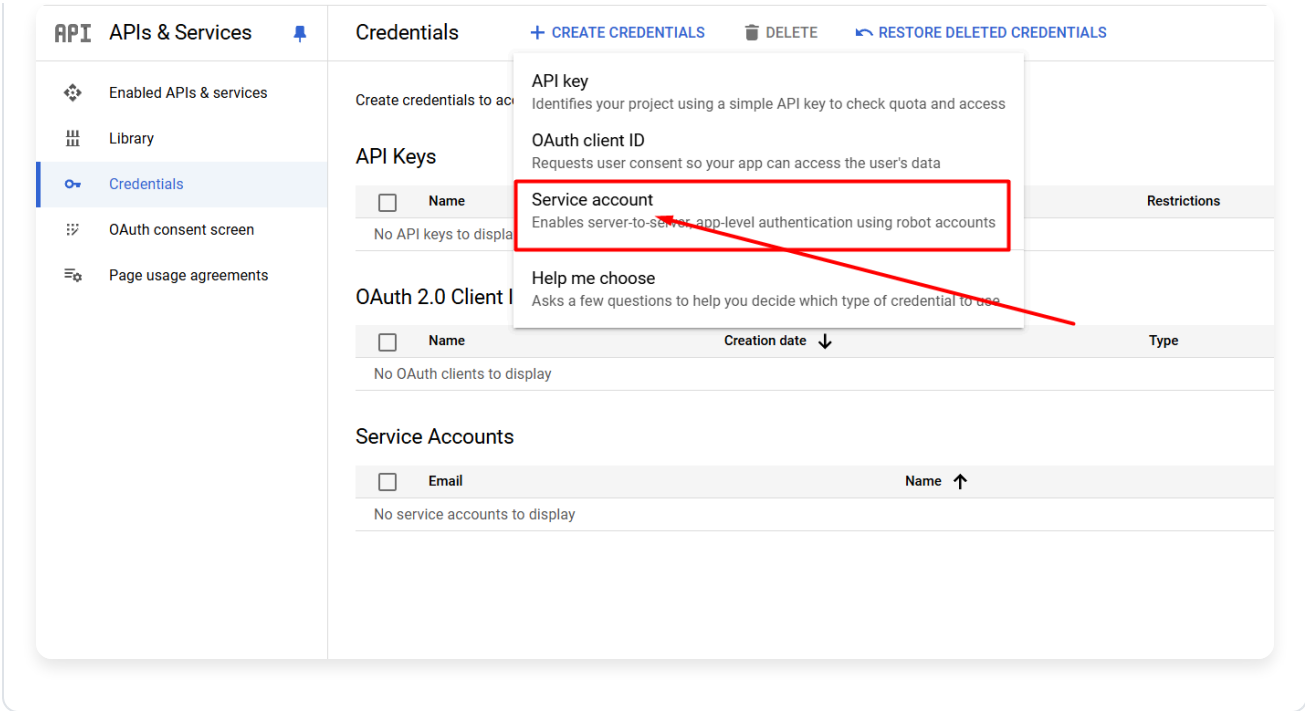
12) Click on "Credentials".



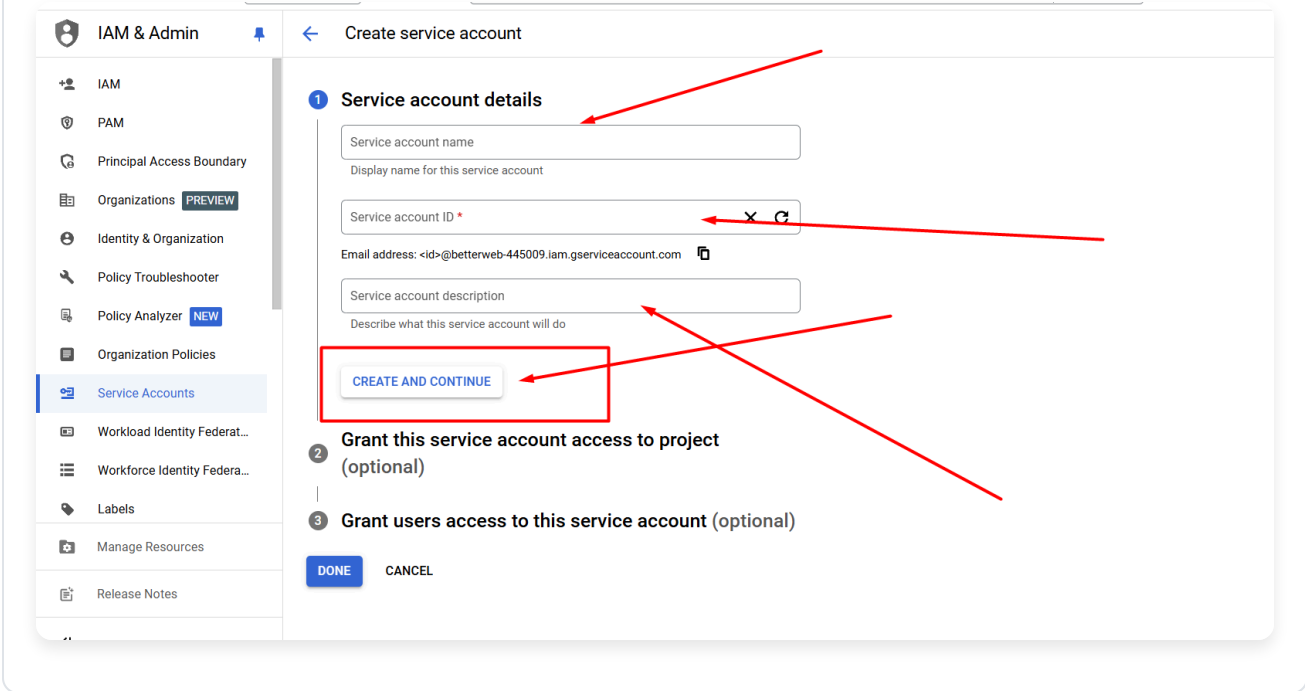
13) Click on "Create Credentials".



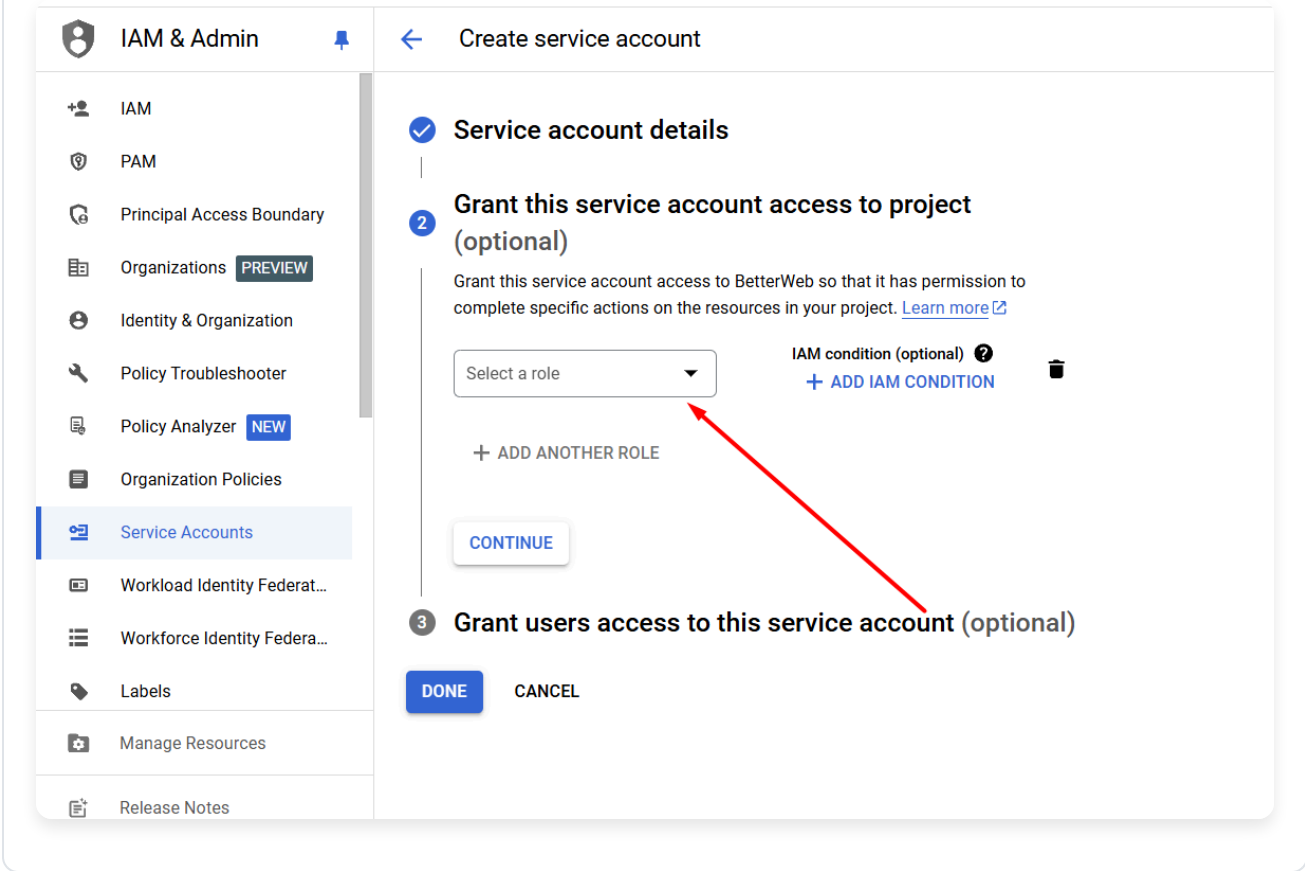
14) Click on "Service Account".



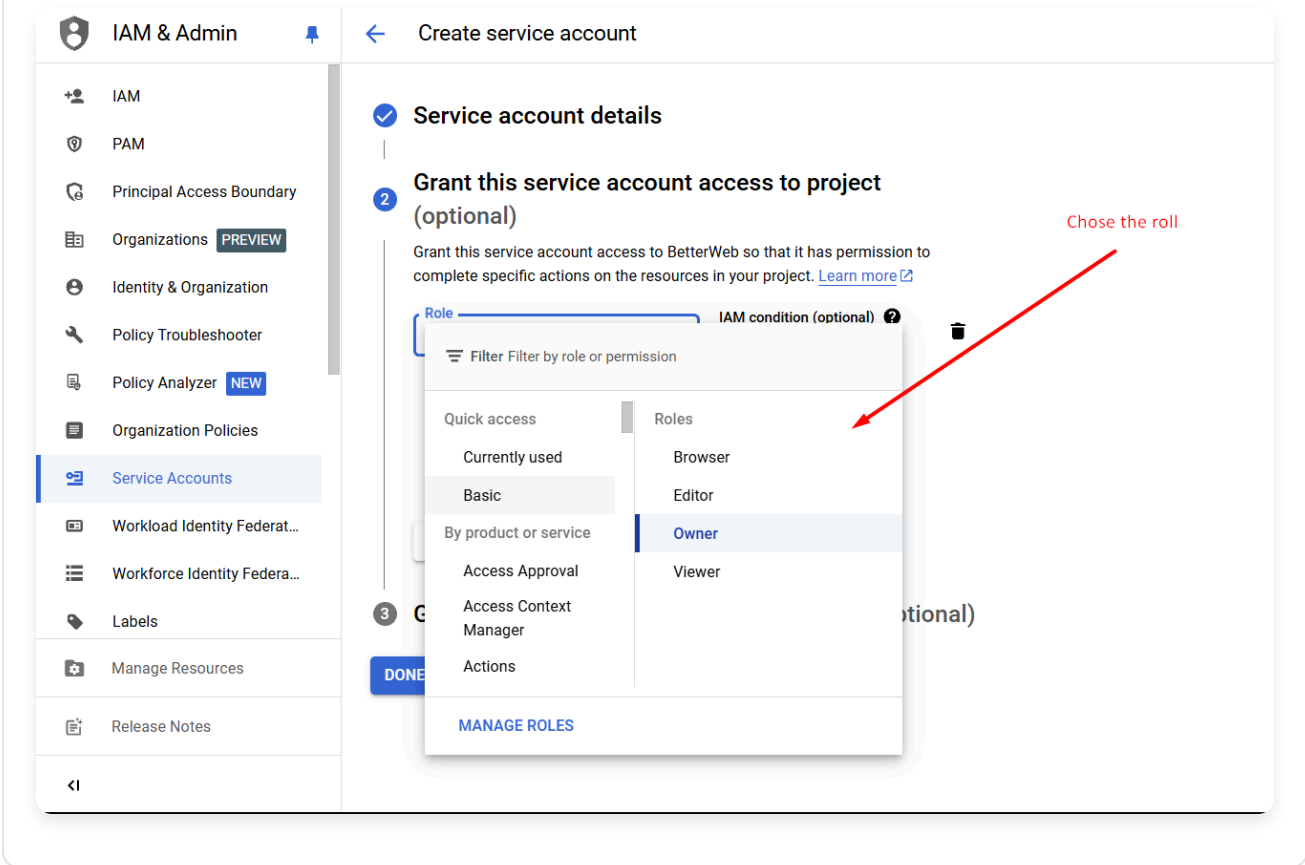
15) Add Service Account details and click "Create & Continue".

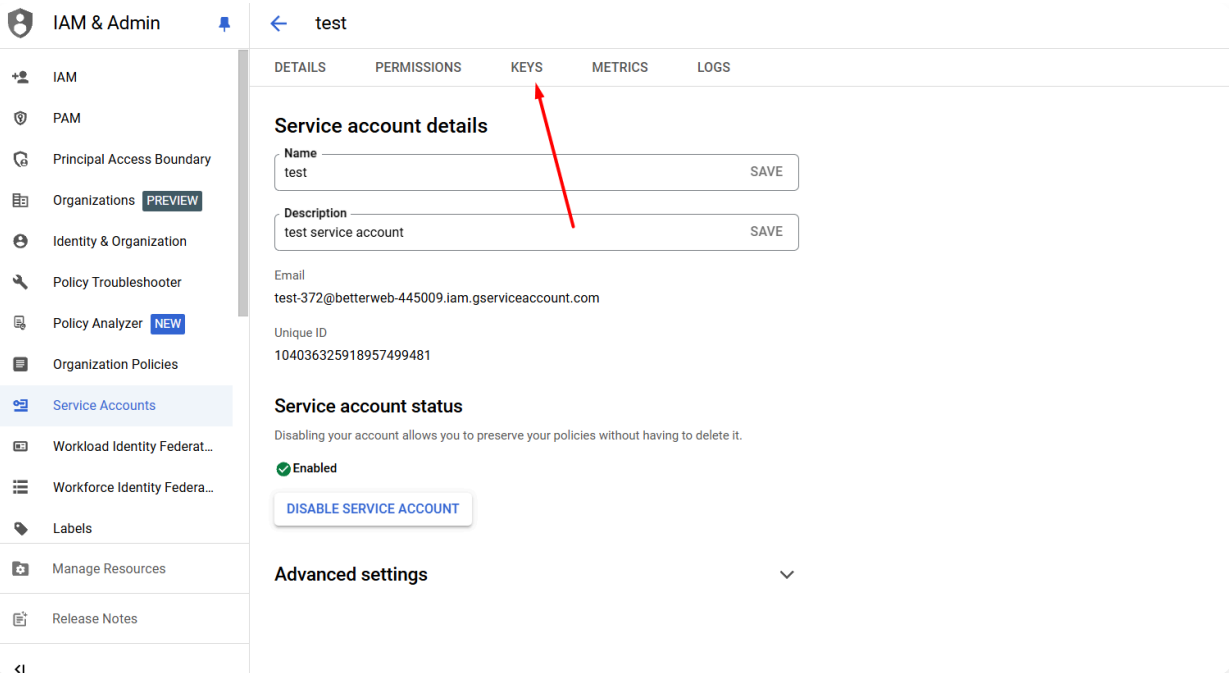


16) Click on "Select a Role".



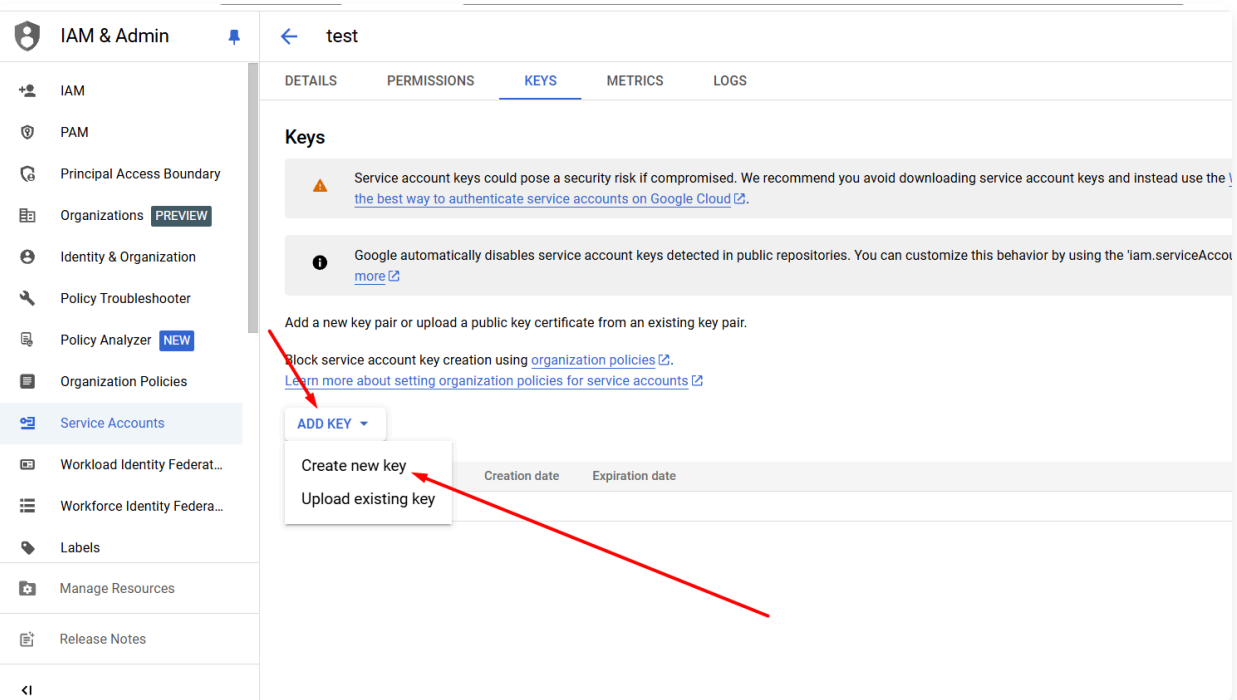
17) Choose a role and click "Done".





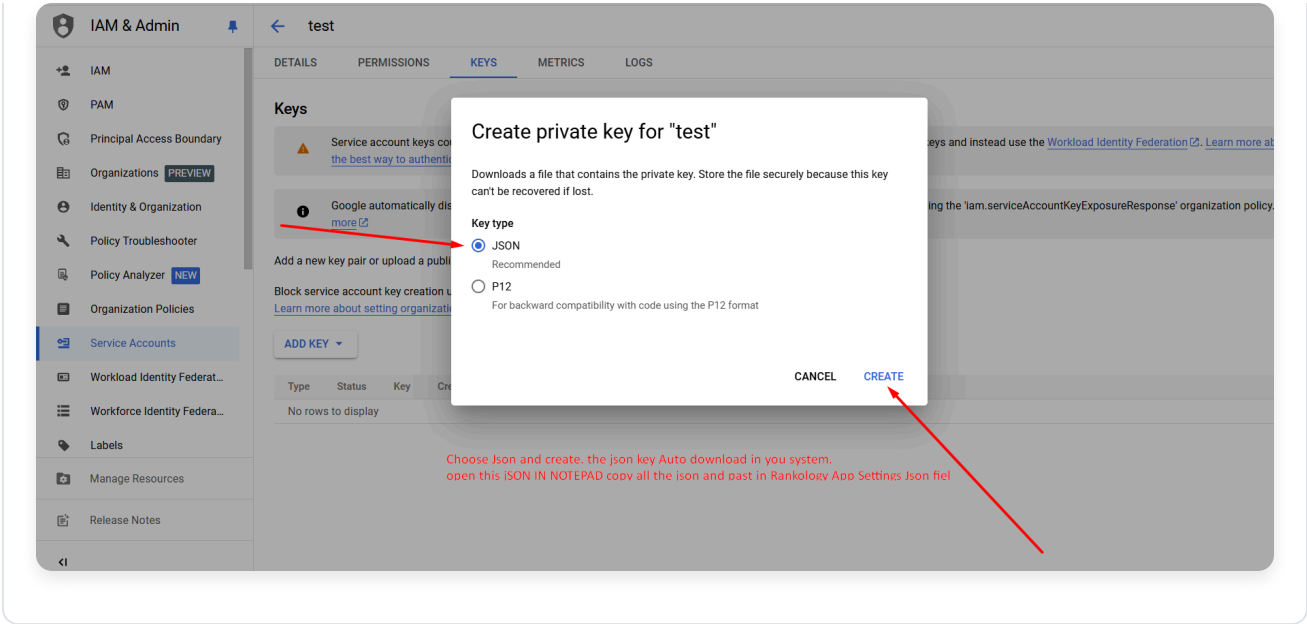
The screenshot shows the Google Cloud IAM & Admin console. The left sidebar contains the navigation menu with 'Service Accounts' highlighted. The main panel shows the details for a service account named 'test'. The 'KEYS' tab is selected, and a red arrow points to the 'KEYS' tab label. The 'Service account details' section shows the Name 'test' and Description 'test service account', both with 'SAVE' buttons. Below this, the Email is 'test-372@betterweb-445009.iam.gserviceaccount.com' and the Unique ID is '104036325918957499481'. The 'Service account status' section shows the account is 'Enabled' with a 'DISABLE SERVICE ACCOUNT' button. The 'Advanced settings' section is partially visible.

21) Click on "ADD KEY" and select "Create New Key".

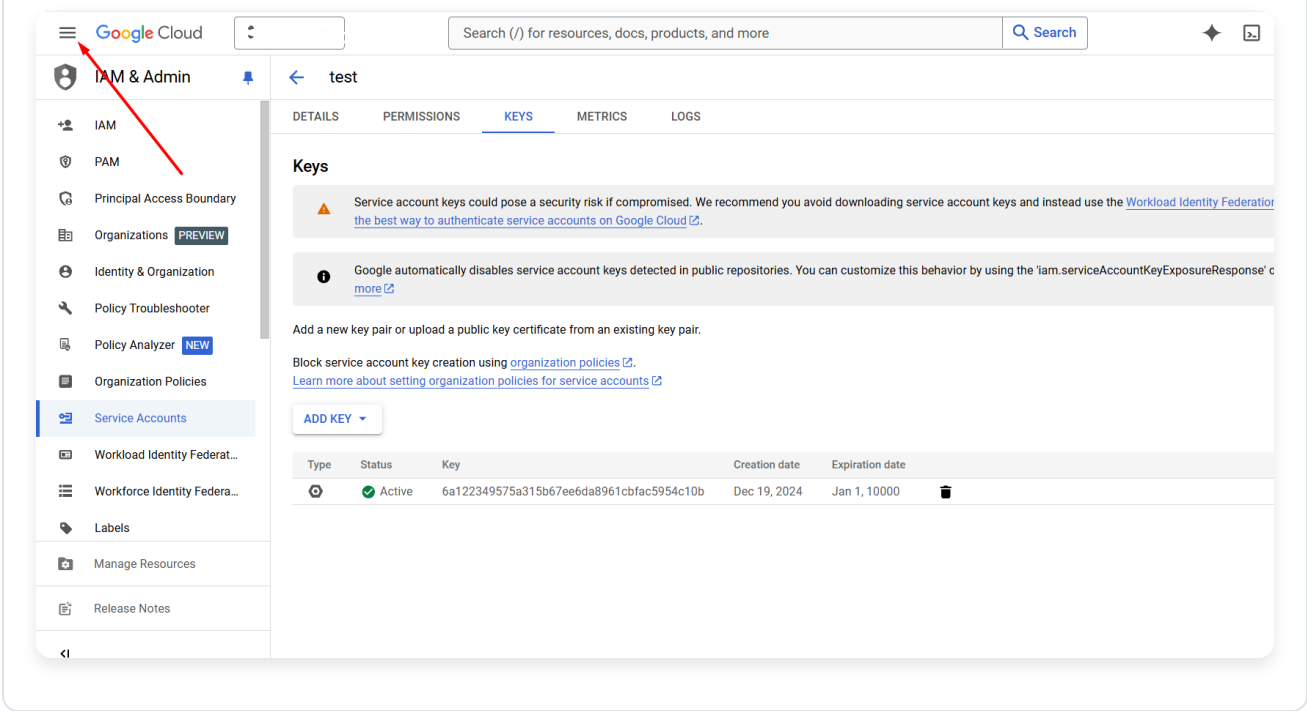


The screenshot shows the Google Cloud IAM & Admin console with the 'KEYS' tab selected for the 'test' service account. A warning message states: 'Service account keys could pose a security risk if compromised. We recommend you avoid downloading service account keys and instead use the best way to authenticate service accounts on Google Cloud.' Below this, an information message states: 'Google automatically disables service account keys detected in public repositories. You can customize this behavior by using the iam.serviceAccountKeyPolicy resource.' The 'ADD KEY' button is highlighted, and a red arrow points to the 'Create new key' option in the dropdown menu. The 'Upload existing key' option is also visible. Below the dropdown, there is a table with columns 'Creation date' and 'Expiration date'.

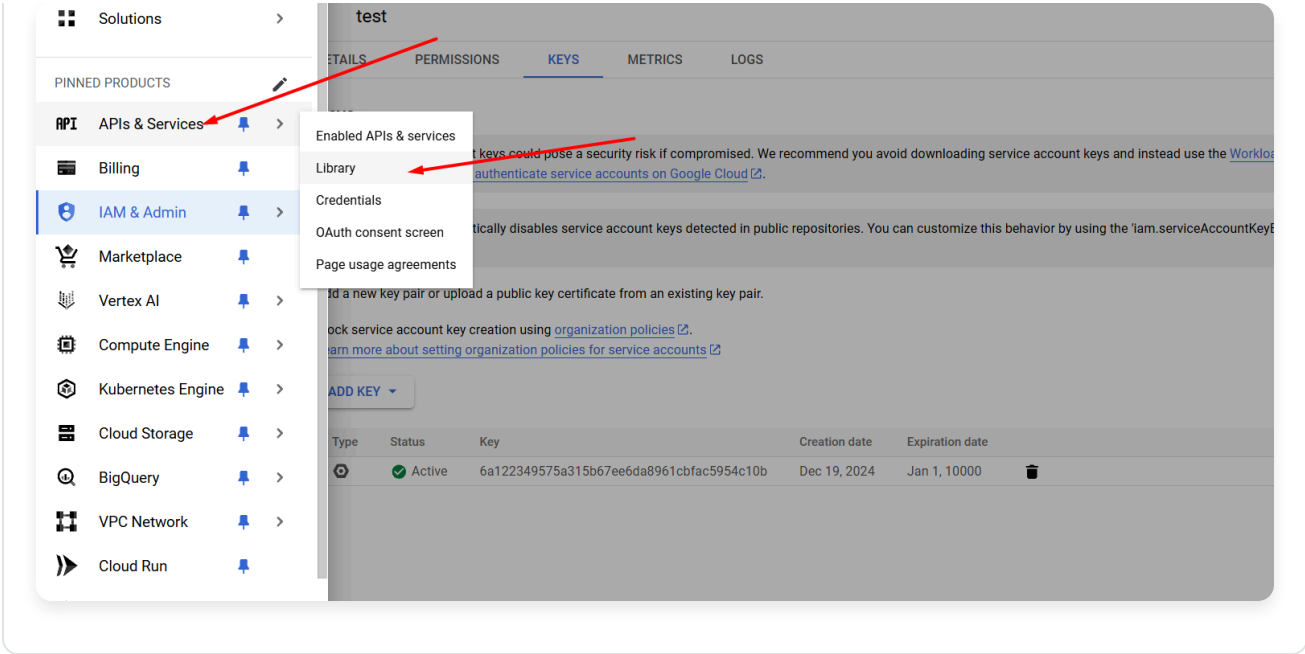
22) Select JSON and then click "Create". The JSON key will be saved on your system. Open this file in Notepad, copy the content, and use it in the "Settings".



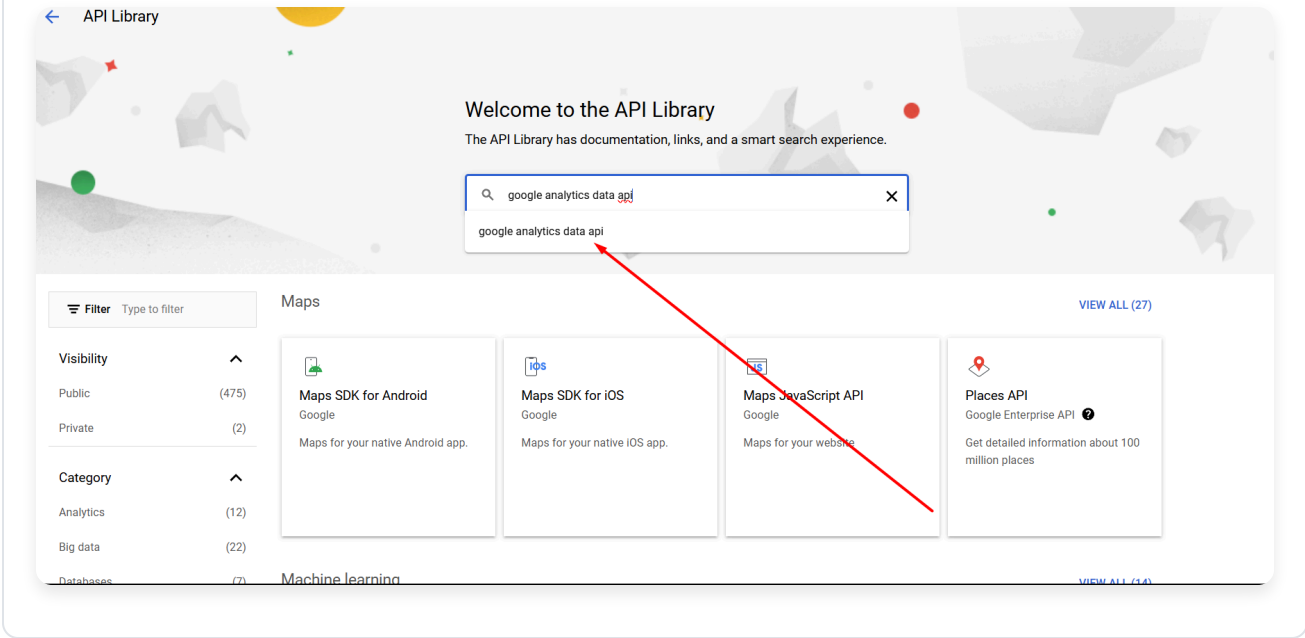
23) Click on the mentioned button.



24) Choose "API & Services" and then "Library".



25) In the search bar, type "Google Analytics Data API" and press Enter.



26) Select "Google Analytics Data API".

API Library

google analytics data api

organizations. Once you create an exchange, you can invite others to publish or subscribe to data in the exchange.

Category

Analytics (9)

Big data (8)

Databases (3)

Machine learning (1)

DevOps (3)

Compute (1)

Advertising (1)

Healthcare & Life Sciences (1)


Science & research (1)

Google Enterprise APIs (3)

Sustainability (1)


Storage (1)

Monitoring (1)




Pub/Sub Lite API
Google Enterprise API

Pub/Sub Lite is a messaging service with zonal storage. Pub/Sub Lite costs a fraction of Pub/Sub and is meant for high volume streaming pipelines and event-driven system where low cost is the primary consideration. We recommend that most users start with Pub/Sub, rather than Pub/Sub Lite, as it offers more flexibility, higher reliability, a broader range of features.




Google Analytics Data API
Google

Accesses report data in Google Analytics. Warning: Creating multiple Customer Applications, Accounts, or Projects to simulate or act as a single Customer Application, Account, or Project (respectively) or to circumvent Service-specific usage limits or quotas is a direct violation of Google Cloud Platform Terms of Service as well as Google APIs Terms of Service. These actions can result in immediate termination of your GCP...



Dataform
Google

Dataform helps analytics teams transform data in BigQuery using SQL. With Dataform, data engineers and data analysts can develop BigQuery table definitions following software engineering best practices like version control, and orchestrate table updates without requiring dedicated infrastructure.




Datastream API

<https://console.cloud.google.com/apis/library/analyticsdata.googleapis.com?project=betterw...>

27) Enable the "Google Analytics Data API".

Product details



Google Analytics Data API
[Google](#)

Accesses report data in Google Analytics.

ENABLE

TRY THIS API

OVERVIEW

DOCUMENTATION

RELATED PRODUCTS

Overview

Accesses report data in Google Analytics. Warning: Creating multiple Customer Applications, Accounts, or Projects to simulate or act as a single Customer Application, Account, or Project (respectively) or to circumvent Service-specific usage limits or quotas is a direct violation of Google Cloud Platform Terms of Service as well as Google APIs Terms of Service. These actions can result in immediate termination of your GCP project(s) without any warning.

About Google

Google's mission is to organize the world's information and make it

Additional details

Type: [SaaS & APIs](#)

Last product update: 7/19/23

Category: [Other](#)

Service name: analyticsdata.googleapis.com

28) Copy this email again, as we need to grant permission to this email now.

APIs & Services

Credentials

Create credentials to access your enabled APIs. [Learn more](#)

API Keys

| Name | Creation date | Restrictions | Actions |
|------------------------|---------------|--------------|---------|
| No API keys to display | | | |

OAuth 2.0 Client IDs

| Name | Creation date | Type | Client ID | Actions |
|-----------------------------|---------------|------|-----------|---------|
| No OAuth clients to display | | | | |

Service Accounts [Manage service accounts](#)

| Email | Name | Actions |
|---------------|------|---------|
| test-3726@... | test | |

Copy this email

29) Go back to your Google Analytics account, click "Admin", then "Account Access Management".

Analytics

All accounts > Test Property

Try searching "link with Ads"

Home

Reports

Explore

Advertising

Admin

These settings apply to all users of this account and property. For settings that apply only to you, go to [My preferences](#) in the left navigation.

ACCOUNT SETTINGS

Account

These settings affect your analytics account. [What's an account?](#)

- Account details
- Account access management
- Account change history
- Account data API quota history
- Trash

PROPERTY SETTINGS

Property

These settings affect your property. [What's a property?](#)

- Property details
- Property access management
- Property change history
- Property data API quota history
- Scheduled emails
- Analytics Intelligence search history

Data collection and modification

These settings control how data is collected and modified

- Data streams
- Data collection
- Data import
- Data retention
- Data filters
- Data deletion requests

Data display

These settings control how data is shown in your reports

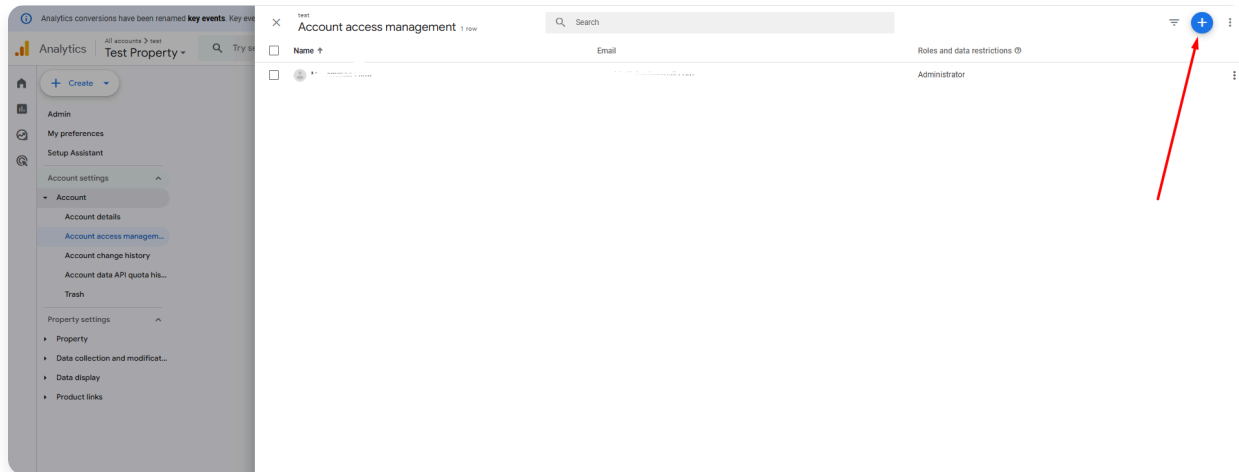
- Events
- Key events
- Audiences
- Comparisons
- Segments

Product links

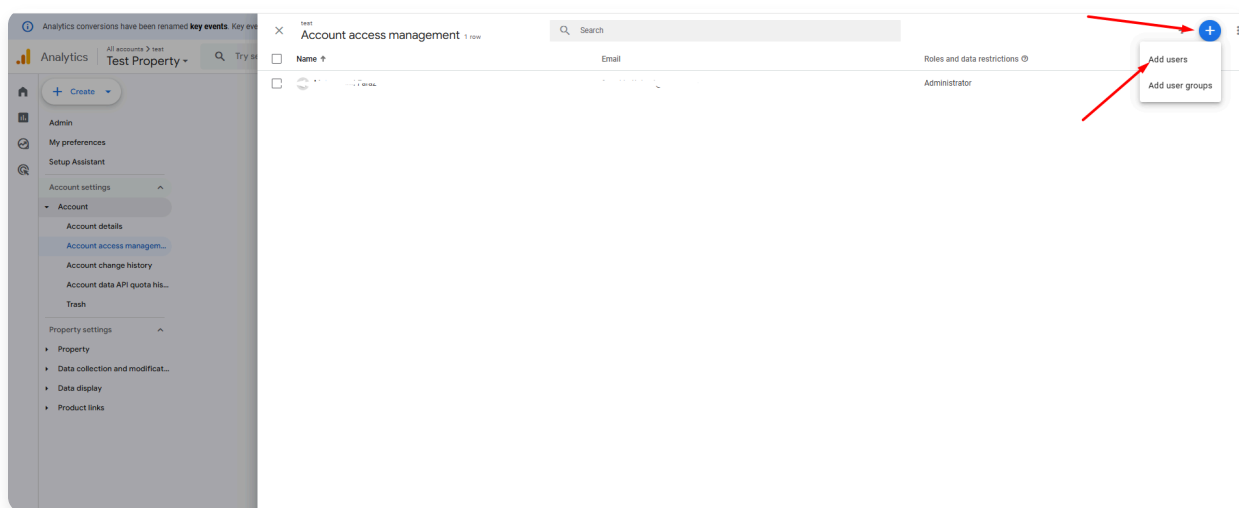
These settings control which products link to this property

- Google AdSense links
- Google Ads links
- Ad Manager links
- BigQuery links
- Display & Video 360 links

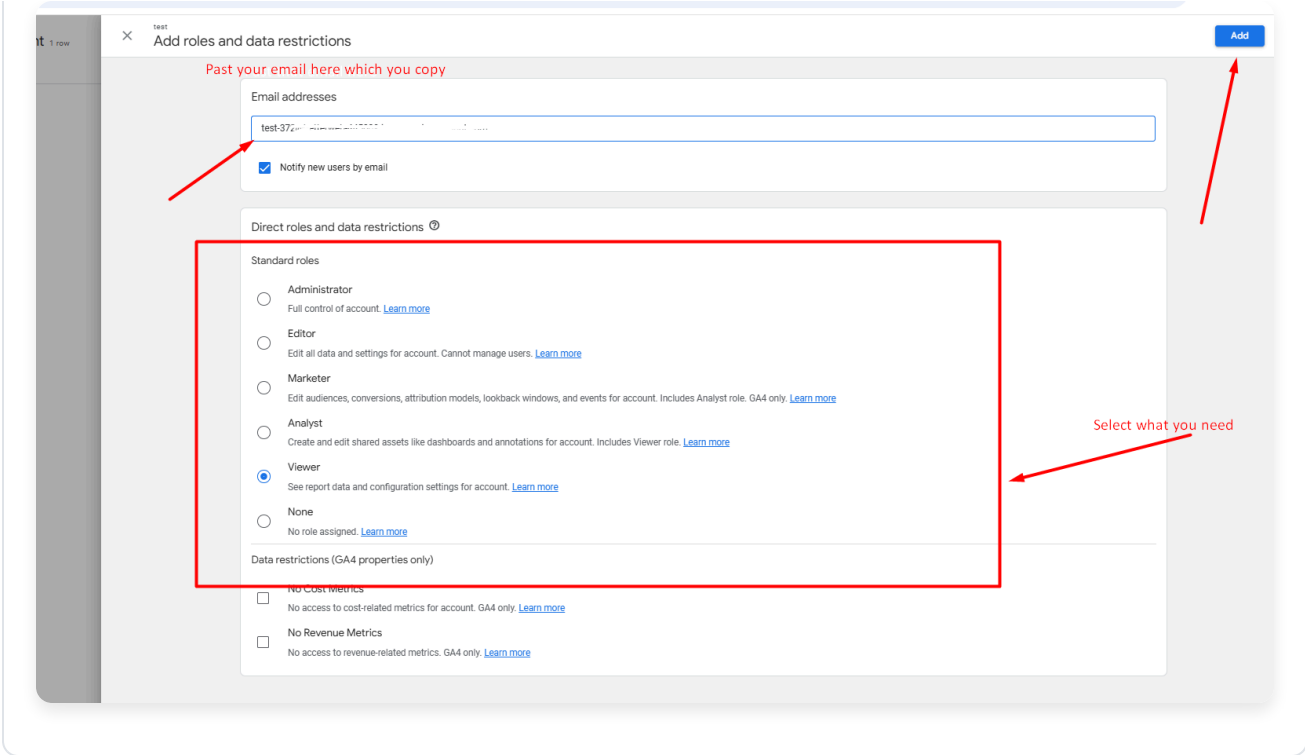
30) Click the "Plus" icon or button.



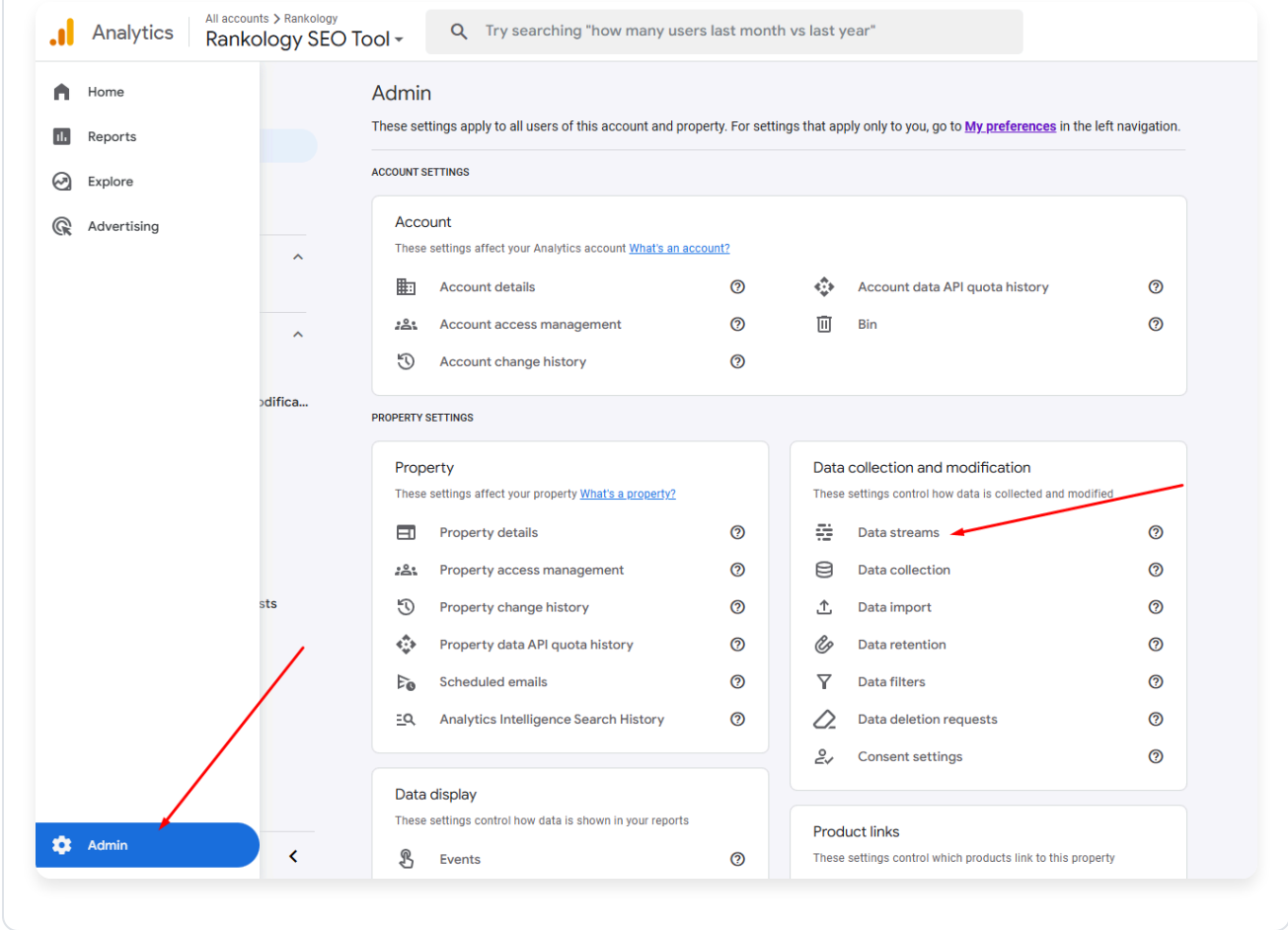
31) Click "Add User".



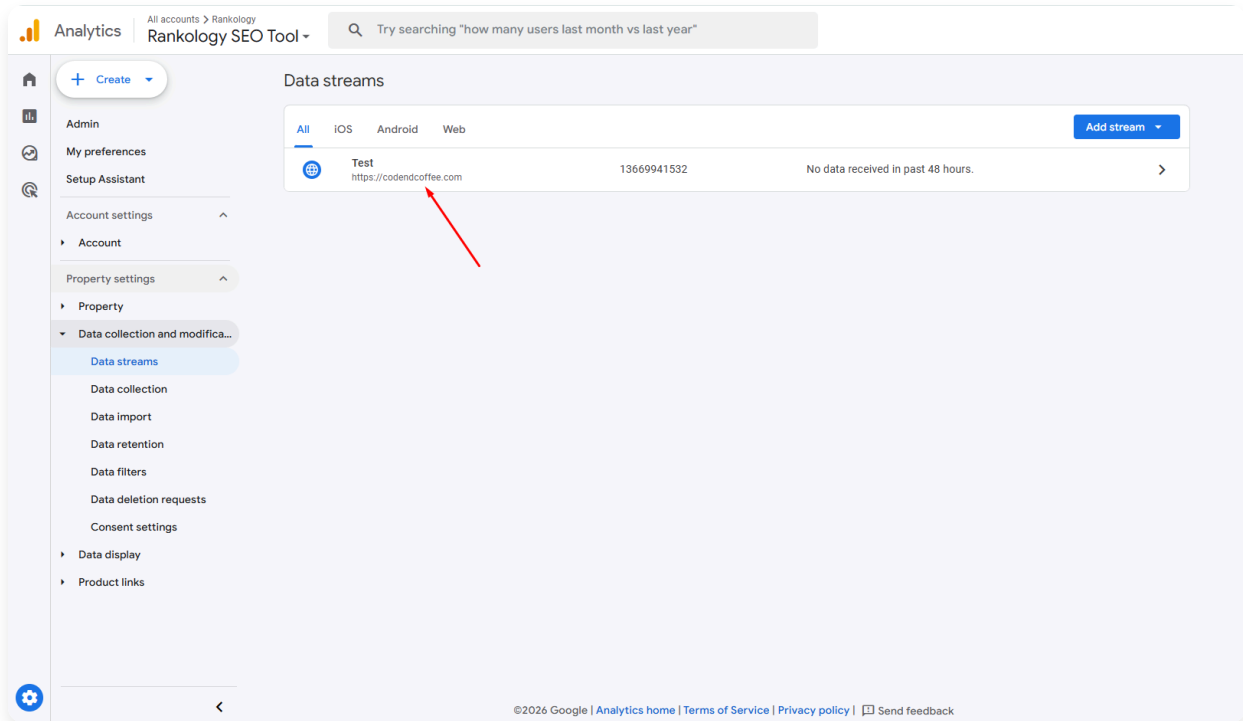
32) Paste your email here, select the permissions you want to grant to the email/service, and click the "Add" button.



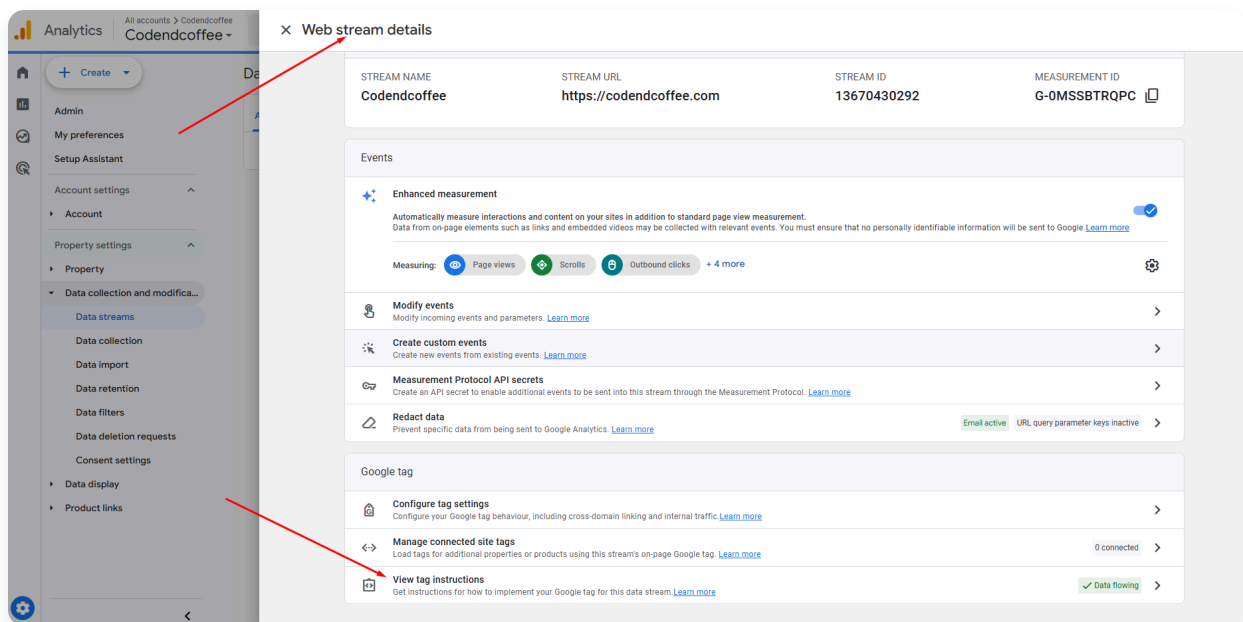
33)Open your Google Analytics and go to **Admin** → **Data collection and modification** → **Data streams**.



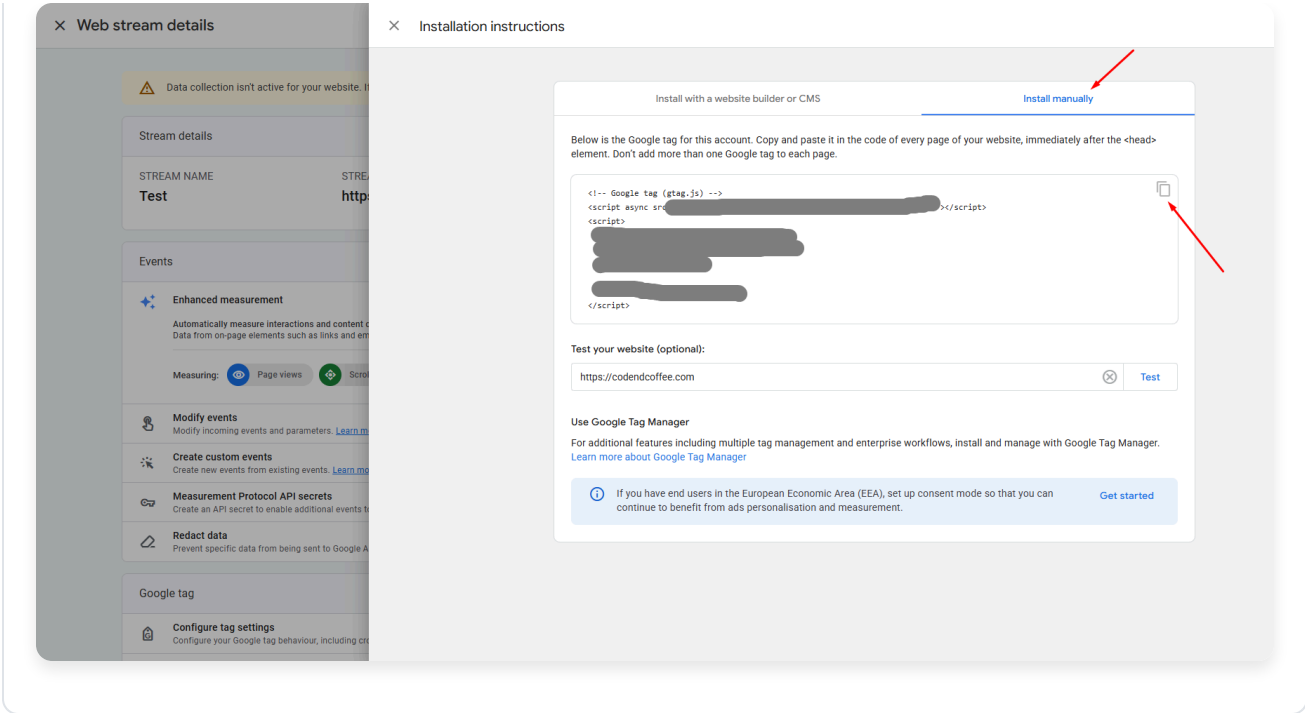
34) Click on **Data streams**.



35) Go to the Web stream details and click on the **View tag instructions**.

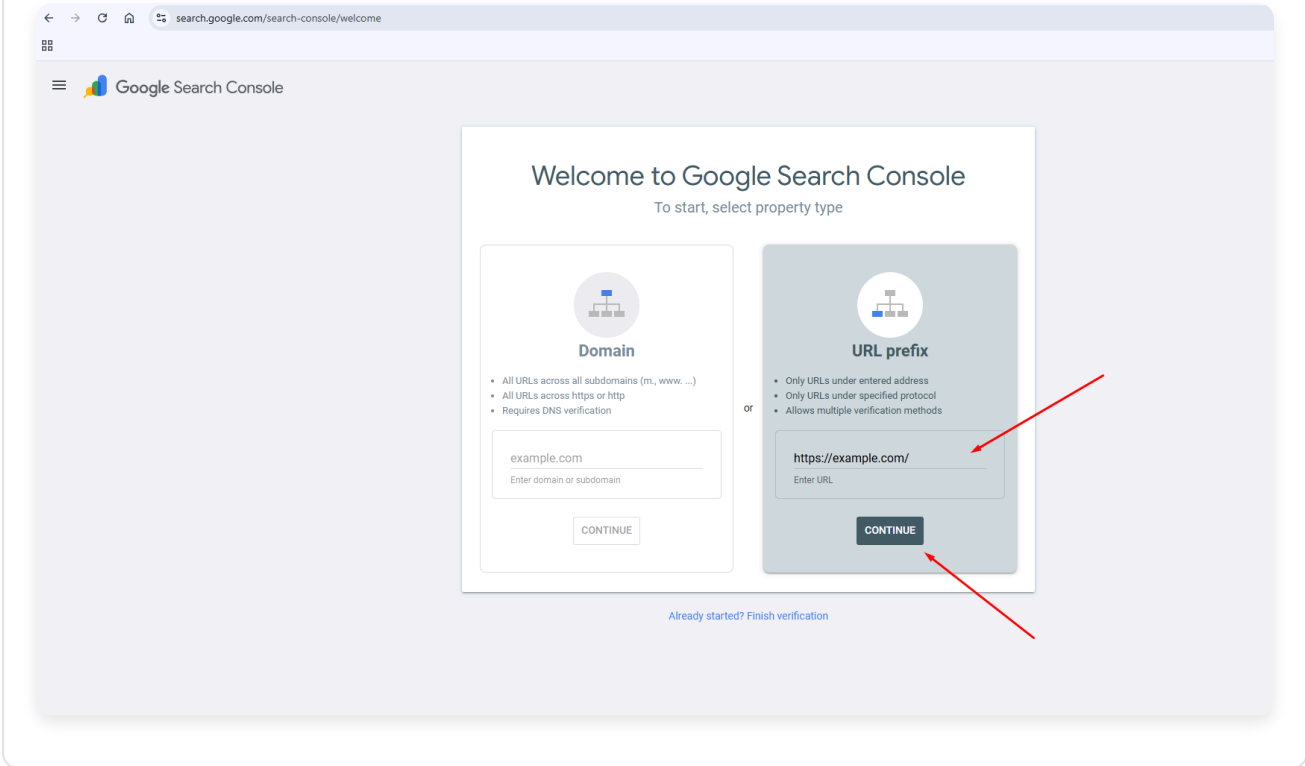


36) Open the **Install manually** tab and Copy and paste it in the code of every page of your website, immediately after the element.

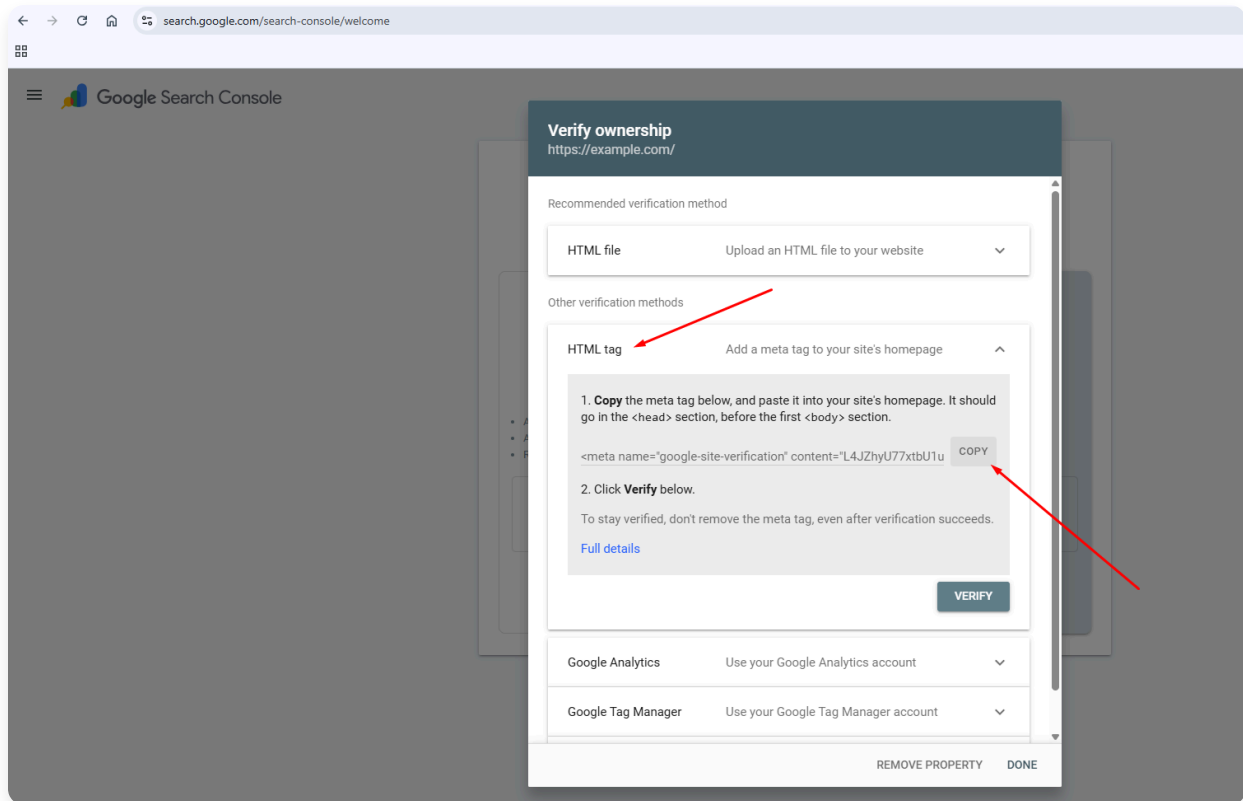


37) Now open **Google Search Console** and click "**Start Now**" to add your website property. Select your property type. You can choose:

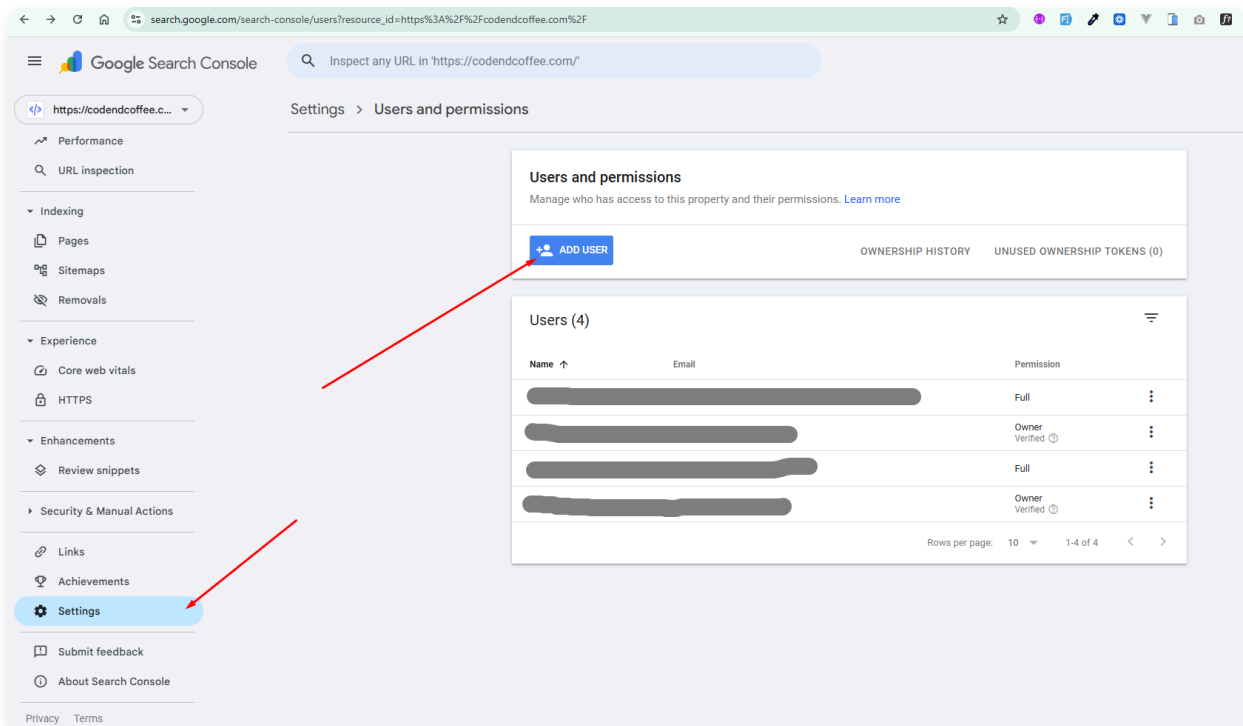
- **Domain** (recommended for full domain coverage), or
- **URL Prefix** (for a specific URL). Then click "**Continue**".



39) After successful verification, go to **Settings** → **Users and Permissions** inside Google Search Console.

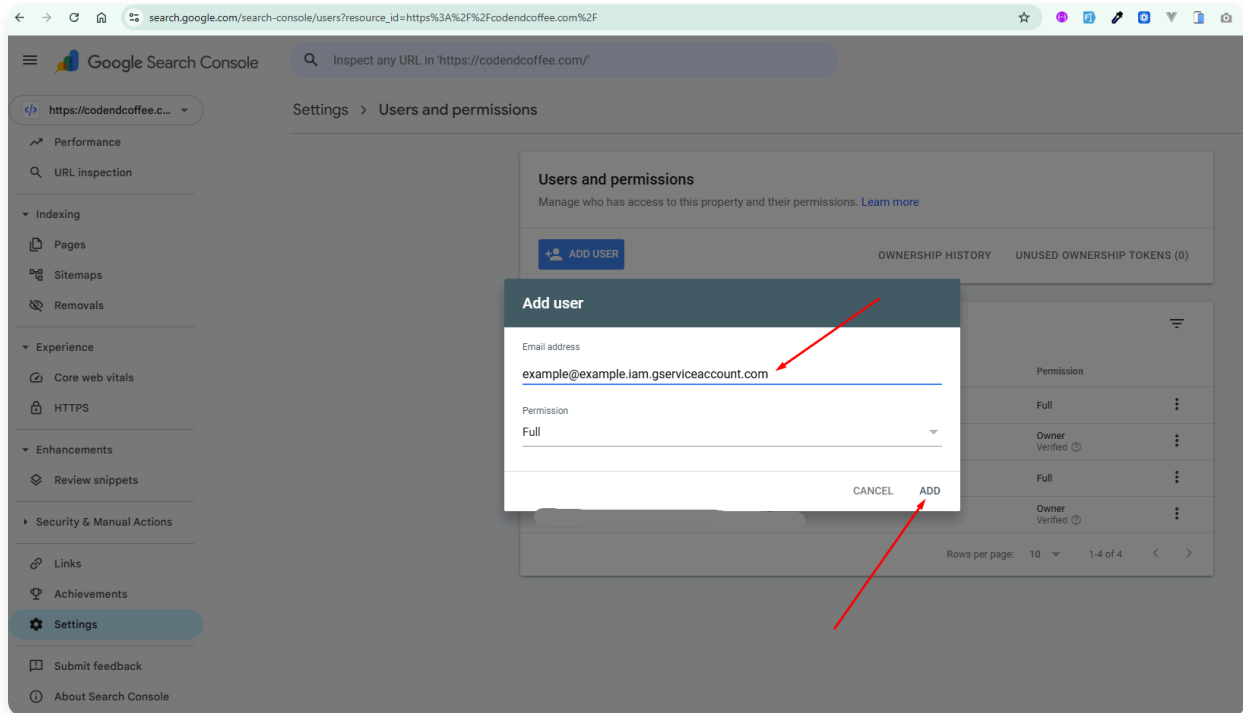


40) Click on **"Add User"** to grant access to your Service Account email.



41) Paste your Service Account email, select the appropriate permission level (Recommended: Full User), and click **"Add"**.

After completing all steps, your Google Analytics and Google Search Console accounts will be successfully connected. Finally, add your **Property ID** and **Service Account JSON Key** in the plugin App Settings.



After successfully completing the steps above, your Google Analytics account will be configured. Add your Property ID and JSON key in the App Settings.