

ANALYTICS

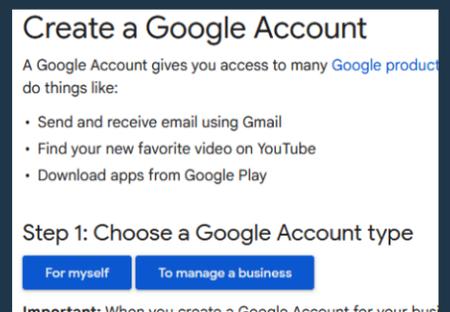
STEPS TO SETTING UP GOOLGE ANAYTICS (GA4)

1 SIGN UP

Create Your Google Analytics Account.

Your GA4 account is how you'll administer and manage activities. You will first need to **sign in to your regular Gmail account**. If you don't yet have a Gmail set up, you will need to create one.

<https://support.google.com/accounts/answer/27441?hl=en>



2 GA4 ACCOUNT

Now that you have your Gmail

The next step is to go to the [Google Analytics homepage](#) and select **“Get started today”**

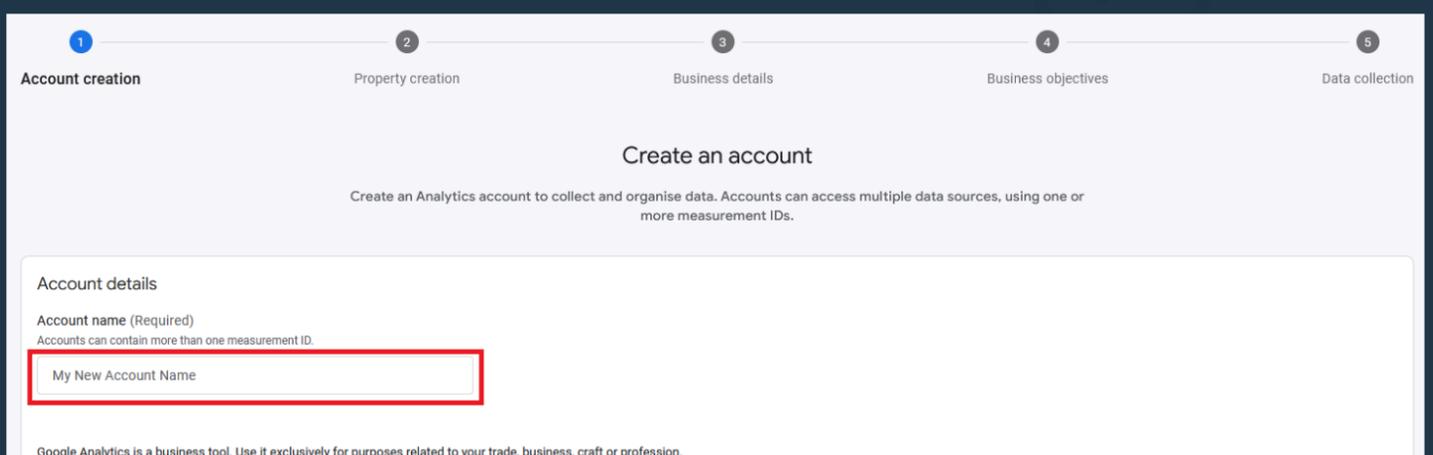
<https://marketingplatform.google.com/about/analytics/>

Get essential customer insights.

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

[Get started today](#)

3 NAME YOUR ACCOUNT



Click Next

Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google A the data that you collect in Google Analytics may also be shared with Google for additional purpose

The data sharing options give you more control over sharing your Google Analytics data. [Learn n](#)

- Google products and services**
Share your Google Analytics data with Google to help improve Google's products and servi and functionalities that would benefit customers across our products, such as improving t its own ad personalisation or ad targeting. If you disable this option, data can still flow to c
- Modelling contributions & business insights**
Enable features like predictions, modelled data and benchmarking that can provide you wi about the property from which it's shared) is aggregated and de-identified before being us
- Technical support**
Let Google technical support representatives access your Google Analytics data and acco
- Recommendations for your business**
Give Google access to your Google Analytics account data, including account usage and c make the most of Google products, providing you with insights, offers, recommendations :

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

69 more accounts can be created. The maximum is 100. [Learn more](#)

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

Next

4 CREATE A GA4 PROPERTY

To create a GA4 property, give your property a name using the “Property name” field. The name needs to contain at least four characters.

Next, provide your preferred time zone and currency for your reports, and click NEXT.

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 that you create holds all your measurement data for any selection of websites and apps that you choose.

Property details

Property name (Required)

Reporting time zone ⓘ
Canada ▾ (GMT-07:00) Vancouver Time ▾

Currency
Canadian Dollar (\$) ▾

You can edit these property details later in Admin

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5 BUSINESS DETAILS

Click NEXT

Describe your business

Help us to better understand your business by answering the following. Your input helps improve Google Analytics.

Business details

Industry category (Required)
Internet & Telecom ▾

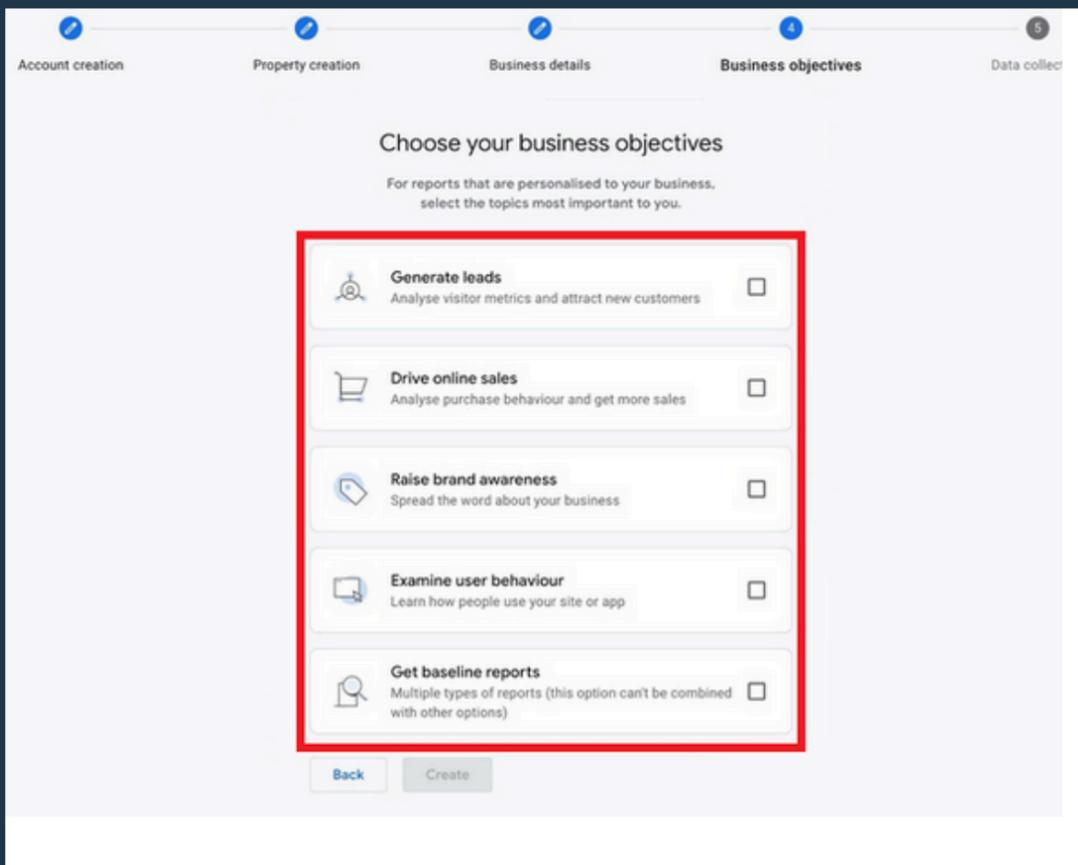
Business size (Required)

- Small** - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 501+ employees

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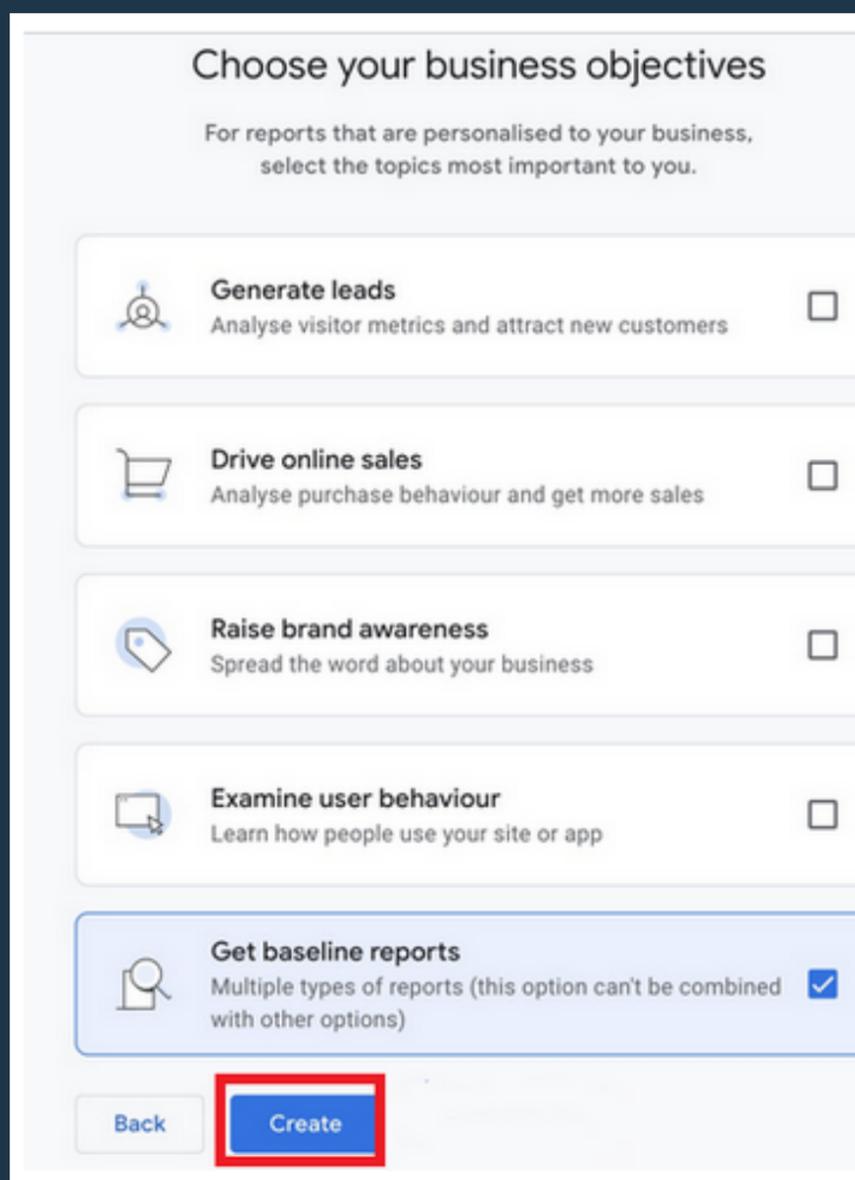
6 BUSINESS OBJECTIVES

- Select at least one of the business objectives shown on the screen.
- This is to help GA4 customize its default reports to meet your needs.



7 BUSINESS OBJECTIVES

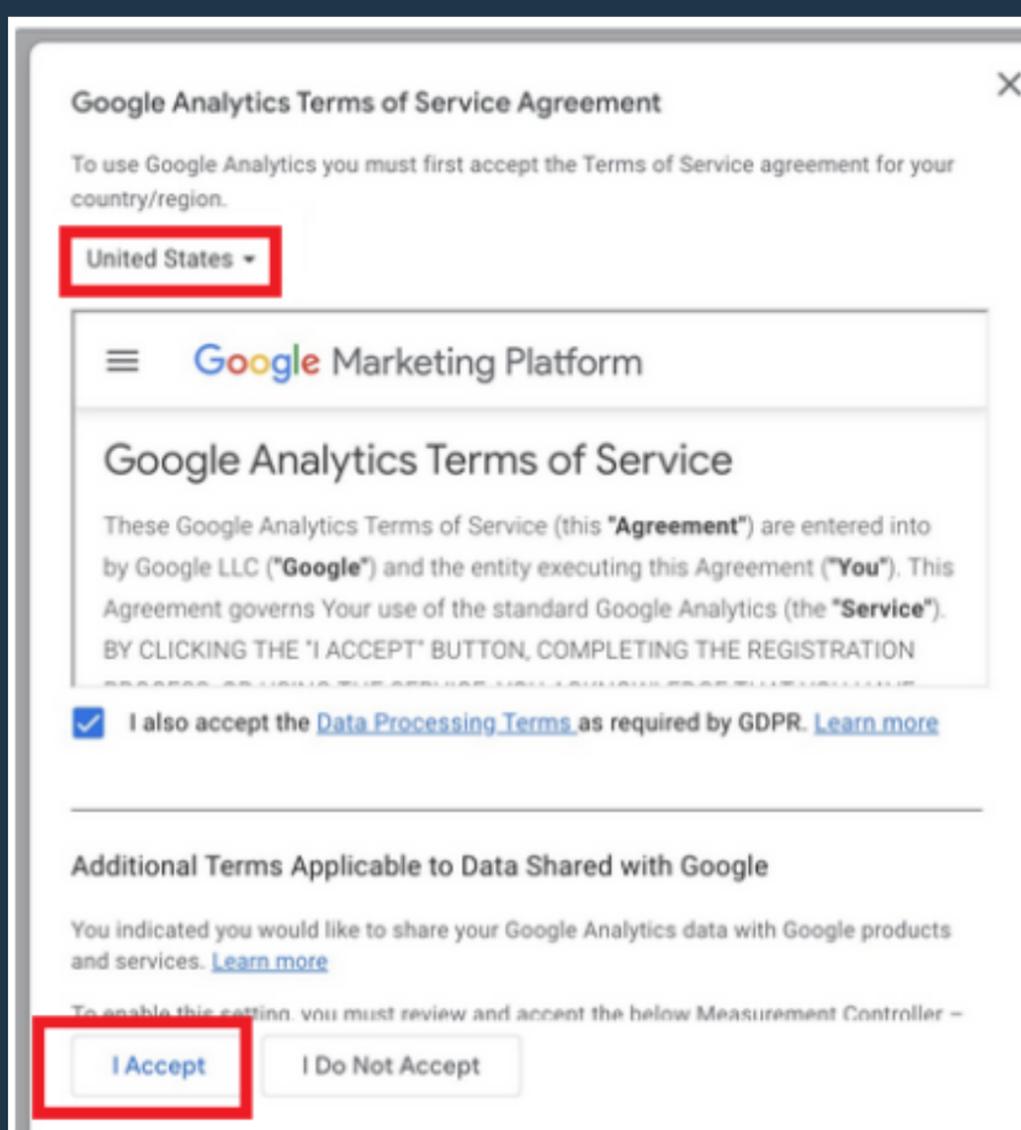
- If you select “Get baseline reports,”
- GA4 will provide a collection of reports for activity.
- Instead of providing reports tailored to a specific business objective.
- Then, click “Create.”



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BUSINESS OBJECTIVES

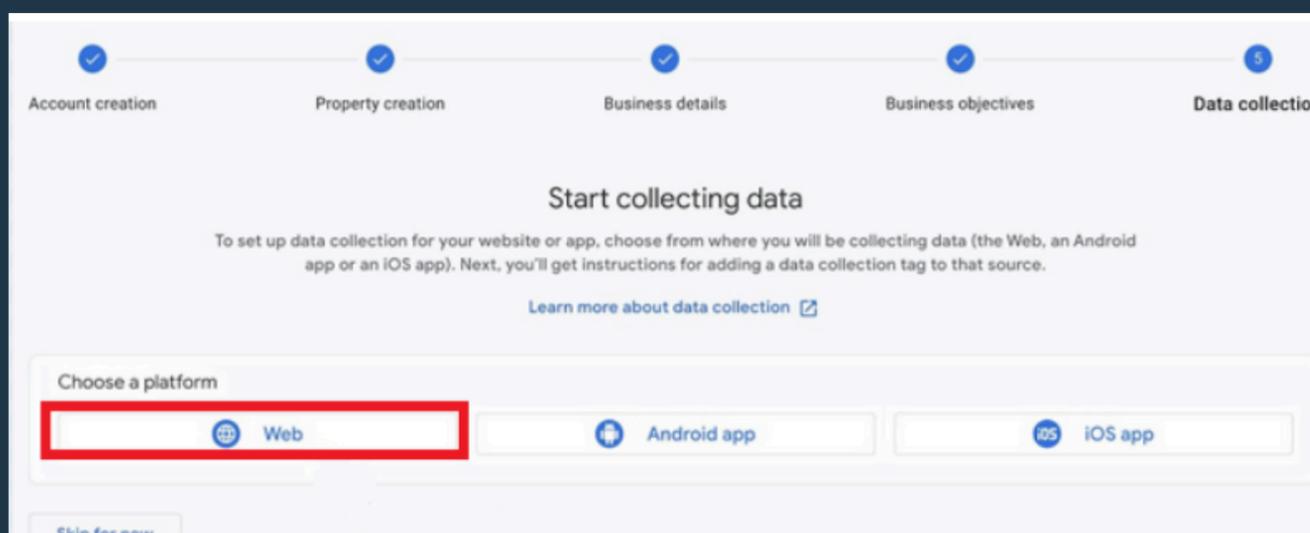
- The Google Analytics terms of service agreement will appear on the screen.
- Adjust the country setting to view the appropriate agreement for your geographical region if you need to.
- Then click **“I Accept”**



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CREATE A DATA STREAM

- The final step is to create a data stream. Which will send data from your website or app to your GA4 property.
- The steps for creating a data stream differ depending on whether your data source is a website, iOS app, or Android app.
- To create a data stream from a website, click **“Web”**.



10 CREATE A DATA STREAM

- Type your domain into the “Website URL” field. And use the “Stream name” field to name your data stream.
- Then click **“Create stream.”**

Set up your web stream

Website URL: Stream name:

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

[Create stream](#)

11 CREATE A DATA STREAM

- A window will slide in, showing your data stream’s measurement ID and other details.
- Save the measurement ID to a text file for convenient reference—you may need it later.
- After creating the data stream for your website, the next step is to install GA4 on it.

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
My Website	https://www.example.com	7447680015	G-643ELSQGCT

Events

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Modify events
Modify incoming events and parameters. [Learn more](#)

Create custom events
Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

Redact data
Prevent specific data from being sent to Google Analytics. [Learn more](#) Email active URL query parameter keys inactive

Google tag

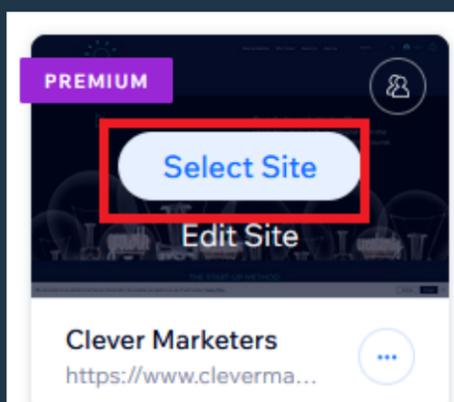
Configure tag settings
Configure your Google tag behaviour, including cross-domain linking and internal traffic. [Learn more](#)

Manage connected site tags
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#) 0 connected

View tag instructions
Get instructions for how to implement your Google tag for this data stream. [Learn more](#) No data received

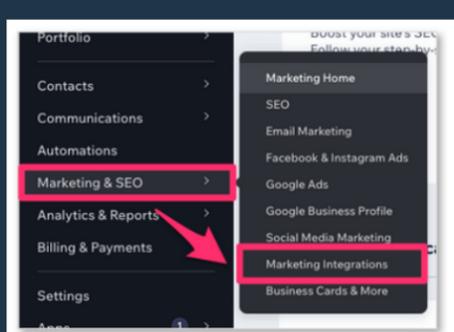
ADD GA 4 TO WIX

1 SIGN INTO WIX



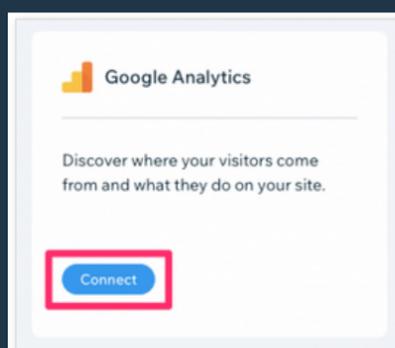
Go to your Wix dashboard:

Back in your Wix website, navigate to the left-hand sidebar, select “Marketing & Seo,” and then “Marketing Integrations”.



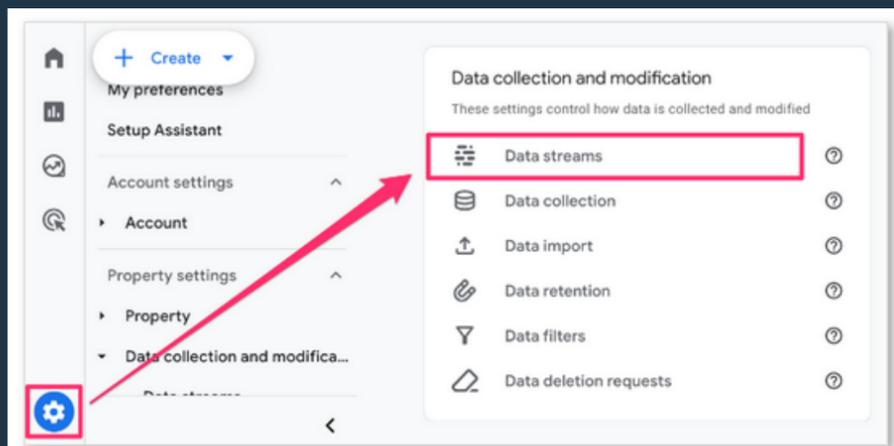
2 CONNECTING GA 4

There will be a list of integrations that you can enable on your Wix website. Click “Connect” under Google Analytics.

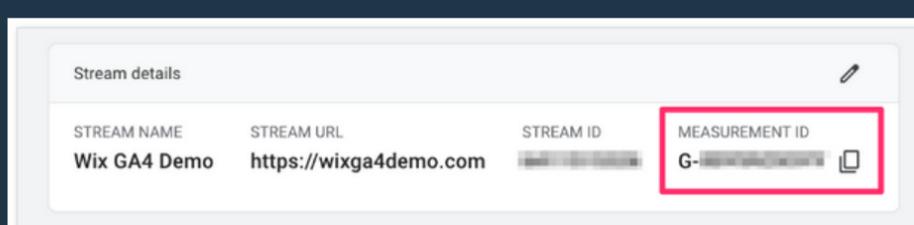


3 ADD YOUR GA4 PROPERTY

When prompted, add a Google Analytics ID. To get this ID, **go to Data streams in the Admin settings of your Google Analytics 4 property** and click on the “Web stream.”

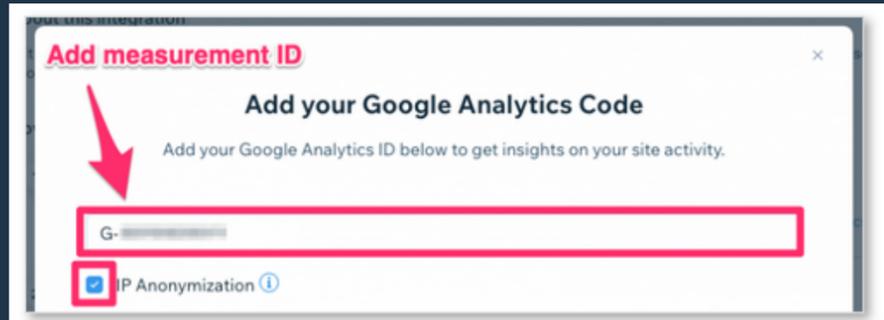


From here, copy the Measurement ID.



4

Then, paste it into the prompt on your Wix website. There is an option for IP Anonymization that you can enable. However, Google Analytics 4 will do this automatically, so this checkbox won't do much.



Now, you have connected the GA4 property to your Wix website! It will take 24-48 hours before data populates your Google Analytics 4 property.

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DONE

