ANALYTICS

1 SIGN UP

Create a Google Account
A Google Account gives you access to many Google product
do things like:
• Send and receive email using Gmail
• Find your new favorite video on YouTube
• Download apps from Google Play

Step 1: Choose a Google Account type

For myself   To manage a business

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
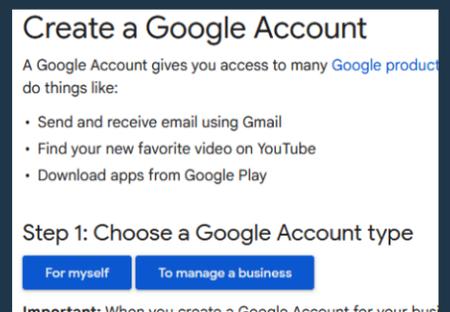
2 GA4 ACCOUNT

Now that you have your Gmail

The next step is to go to the Google Analytics homepage and select **"Get started today"**

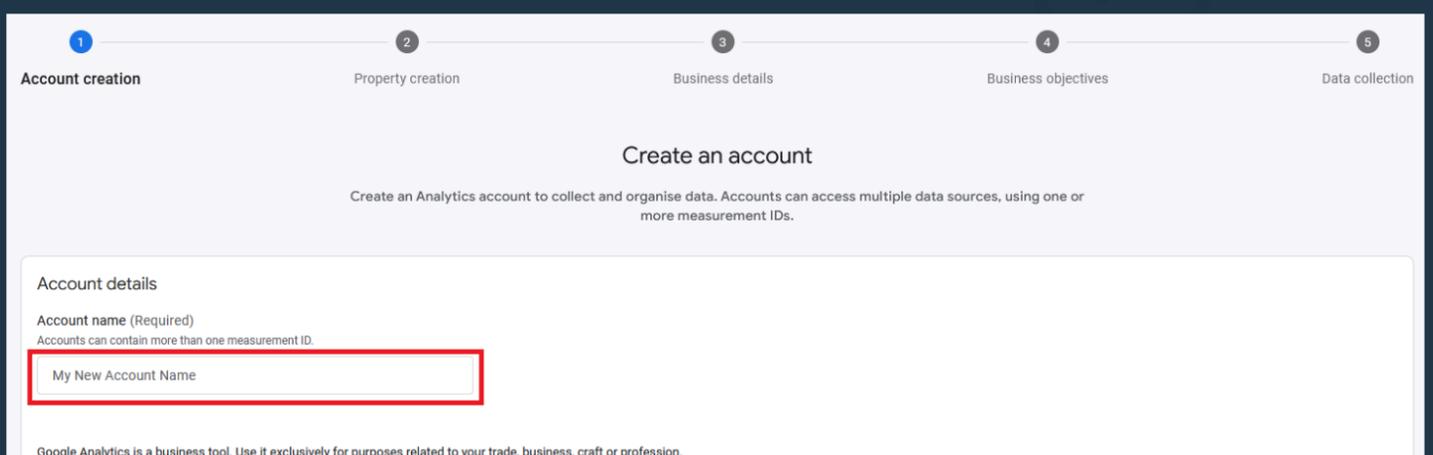**https://marketingplatform.google.com/about/analytics/**

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

1 Account creation   2 Property creation   3 Business details   4 Business objectives   5 Data collection

Create an account

Create an Analytics account to collect and organise 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.

My New Account Name

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

Click 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.

5

BUSINESS DETAILS

Click NEXT

6 BUSINESS OBJECTIVES

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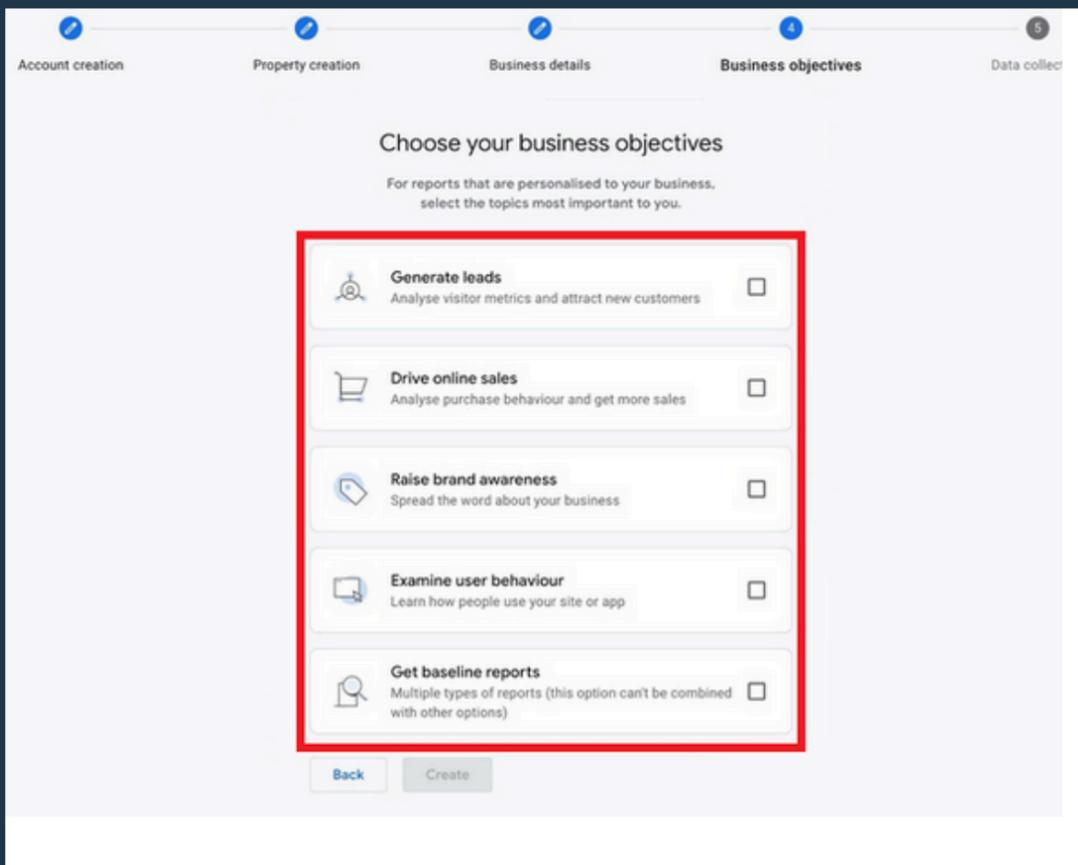

7 BUSINESS OBJECTIVES

- 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.
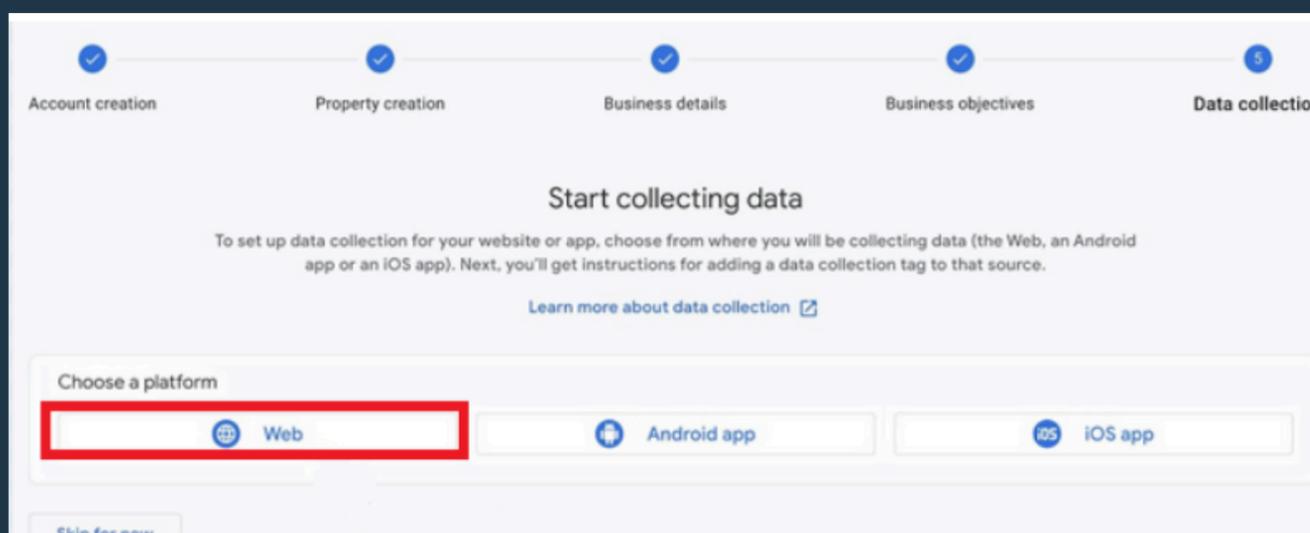- Then, click "Create."
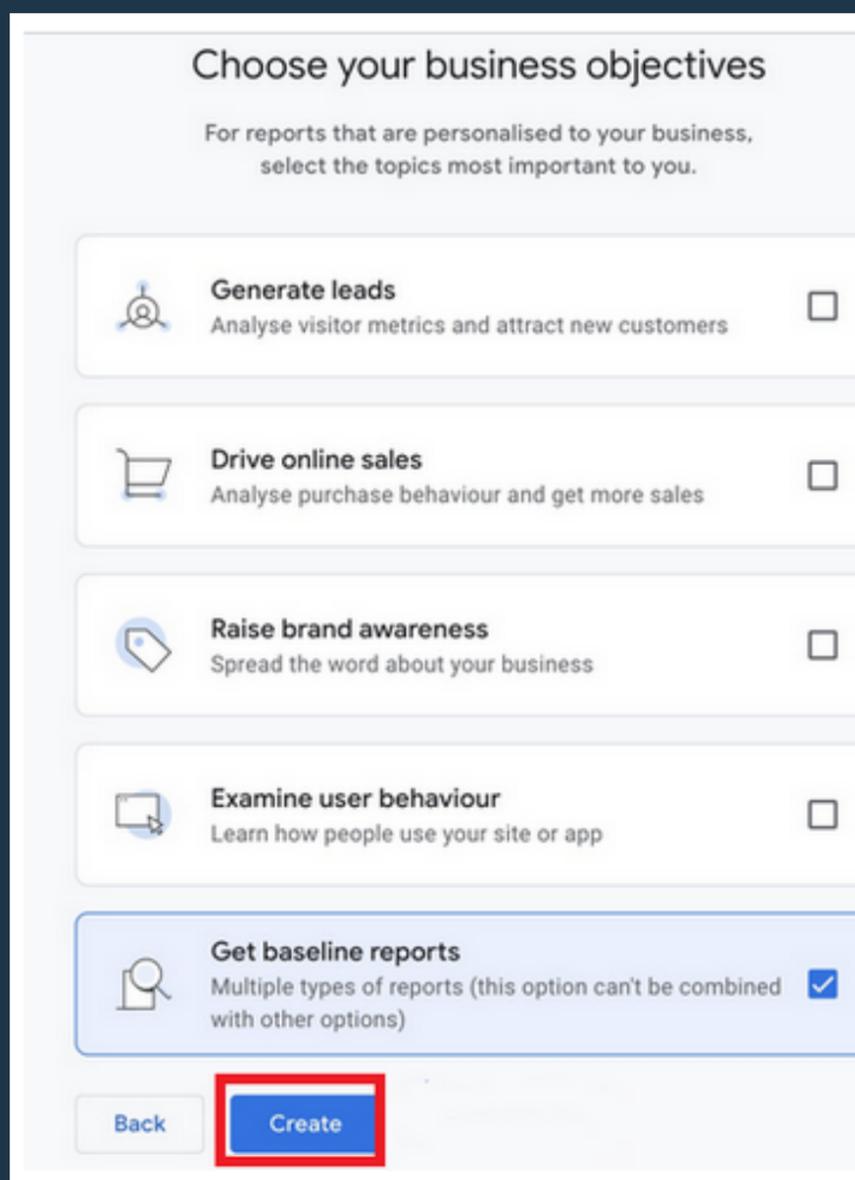
8   BUSINESS OBJECTIVES

- 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"**
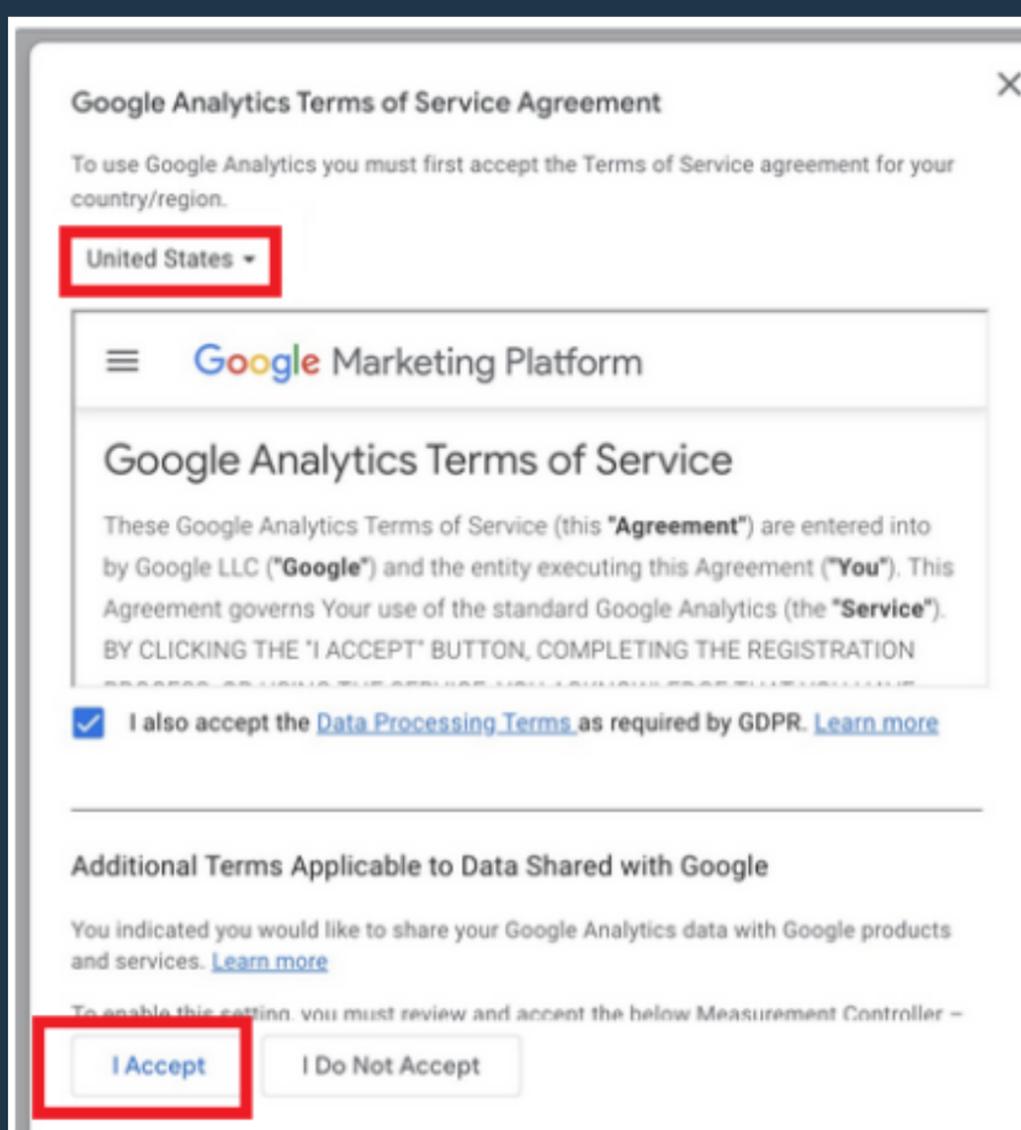
9   CREATE A DATA STREAM

- 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."**

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.
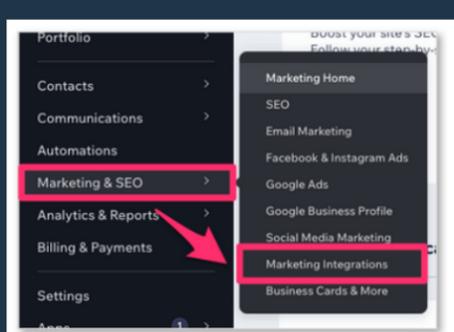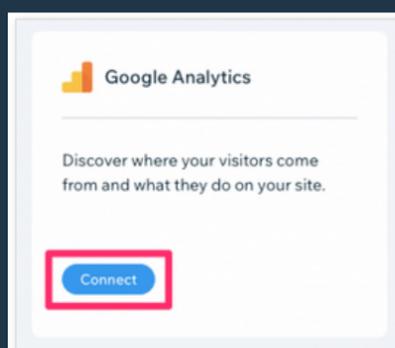
ADD GA 4 TO WIX

1 SIGN INTO WIX
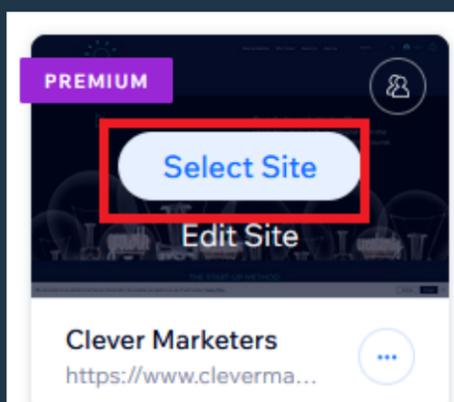
Go to your Wix dashboard:

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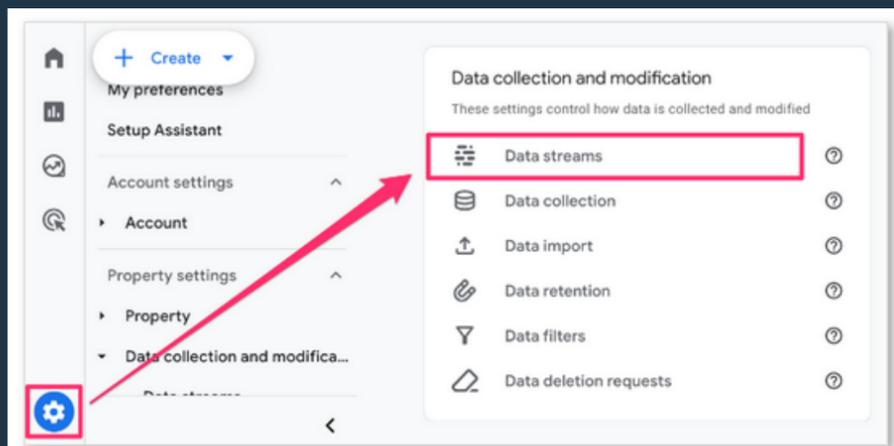

2 CONNECTING GA 4

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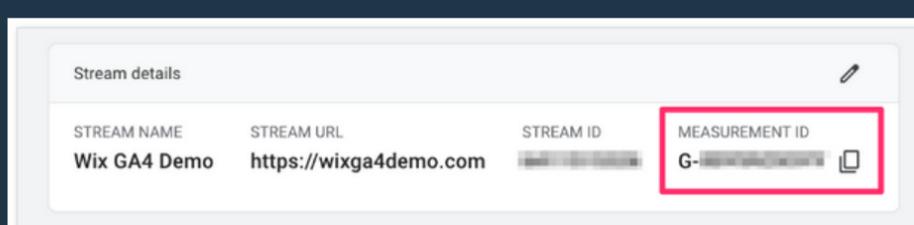

3 ADD YOUR GA4 PROPERTY

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."
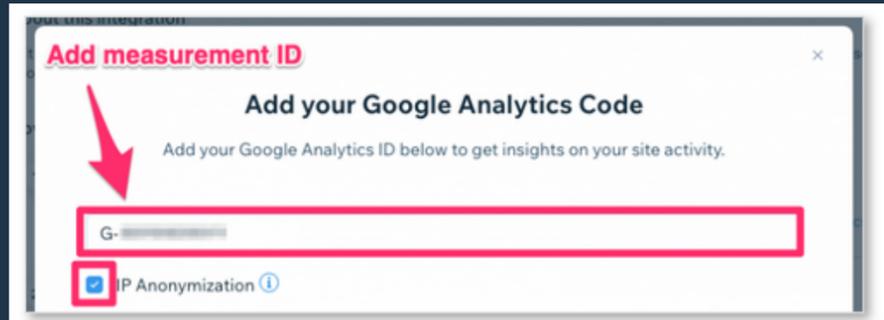

From here, copy the Measurement ID.

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.

5 DONE