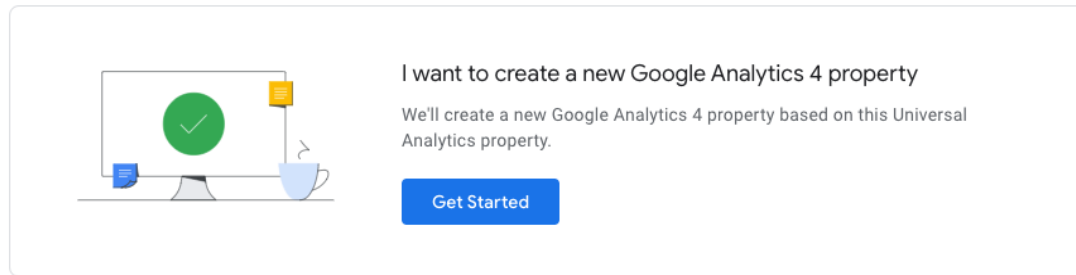# GA4

A basic set up guide

**REASON DIGITAL**

# Creating a GA4 property

# Getting started

**If you already have a Google Analytics account, setting up a GA4 property is a quick and simple process.**

I want to create a new Google Analytics 4 property

We'll create a new Google Analytics 4 property based on this Universal Analytics property.

Get Started

1. Log in to Google Analytics and select the correct account. You will need to have Editor access to the account to set up GA4.

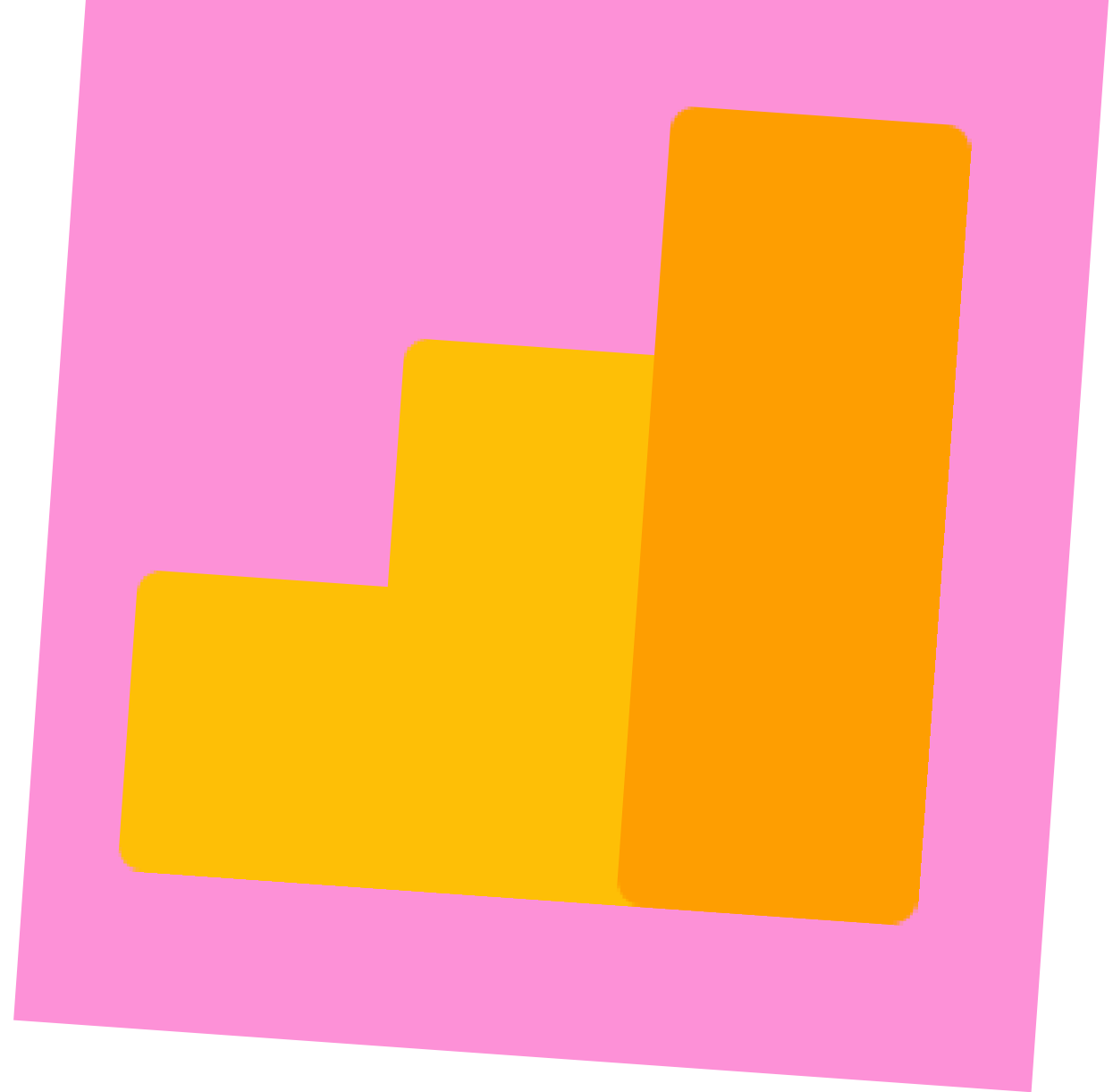2. Go to **Admin > Property > GA4 Setup Assistant**

3. Click **Get Started**

4. On the setup assistant popup – click **Create property** (you do not need to 'Enable data collection using your existing tags' and in the majority of cases this option will not be available)

5. You can now **Go to your GA4 property**. Your original Universal Analytics (GA3) property will remain intact and continue to collect data alongside GA4.

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# Viewing GA4

If you have already created your GA4 account, you can find your GA4 property by logging into Google Analytics and clicking your account name at the top.

GA4 currently sits under 'Properties & Apps' as a separate property.

# Sending data to GA4

# Start collecting data

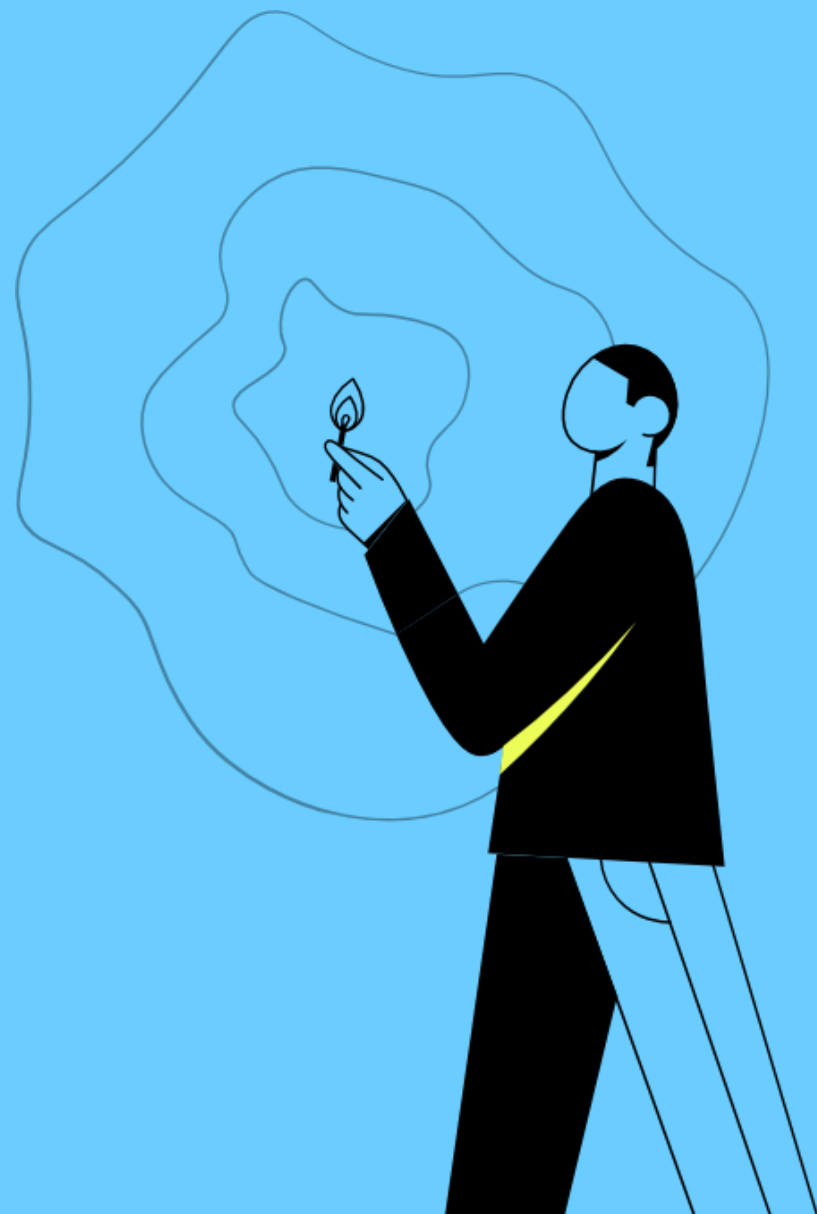**There are 3 options for basic GA4 data collection.**

Add a GA4 Configuration Tag to your Google Tag Manager account

Add the GA4 tag script to the ‹head› section of your website code

Install the GA4 tag automatically if you use one of the supported website builders or content management systems

Drupal™  |  duda  |  MonsterInsights  |  TYPO3  |  WiX

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# GA4 set up using Google Tag Manager

# GA4 Configuration tag

Data can be sent to your GA4 property through Google Tag Manager (GTM).

1. In your GA4 property, go to **Admin > Data streams**

2. If you can't see a data stream, click **Add Stream > web** and enter your website details

3. Click the data stream and copy the **Measurement ID**

Add a GA4 Configuration Tag to your Google Tag Manager account

## Web stream details

✓ Data collection is active in the past 48 hours.

Stream details ✏️

| STREAM NAME | STREAM URL | STREAM ID | MEASUREMENT ID |
|---|---|---|---|
| Reason website | https://www.reasondigital.com | ▮▮▮▮▮ | G-JE▮▮▮▮▮ 📋 |

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# GA4 Configuration tag

1. In your Google Tag Manager account, go to **Tags > New**

2. Click **Triggering > All Pages**

3. Click **Tag Configuration > Google Analytics: GA4 Configuration**

4. Enter the Measurement ID you previously copied from your GA4 account

5. Click **Save**

GA4 - Configuration Tag 📁

Save

## Tag Configuration

Tag Type

Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID ⑦

G-xxxxxxxxxxxx

☑ Send a page view event when this configuration loads

☐ Send to server container ⑦

> Fields to Set

> User Properties

> Advanced Settings

## Triggering

Firing Triggers

**All Pages**
Page View

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# How GTM works

The GA4 Configuration tag is added in GTM

↓

The GTM tag fires an event on every page view

↓

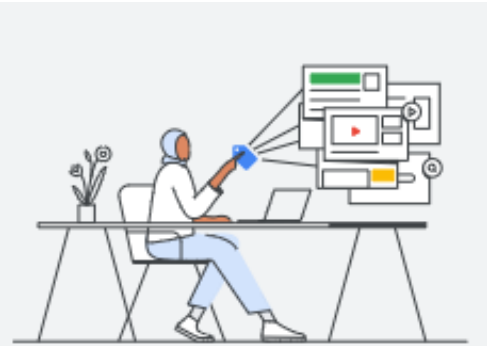The events are sent to the GA4 property in Google Analytics



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# GA4 set up using gtag.js

# Adding a script to your website code

Data can be sent to your GA4 property by adding a piece of javascript to your website.

Add the GA4 tag script to the <head> section of your website code

1. In your GA4 property, go to **Admin > Data streams**

2. If you can't see a data stream, click **Add Stream > web** and enter your website details

3. Click the data stream > **View tag instructions**

4. Click **Install manually** and copy the code.

5. Paste the code immediately after the <head> element on every page of your website.



Install with a website builder | Install manually

Install the Google tag manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-█████████"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-█████████');
</script>
```
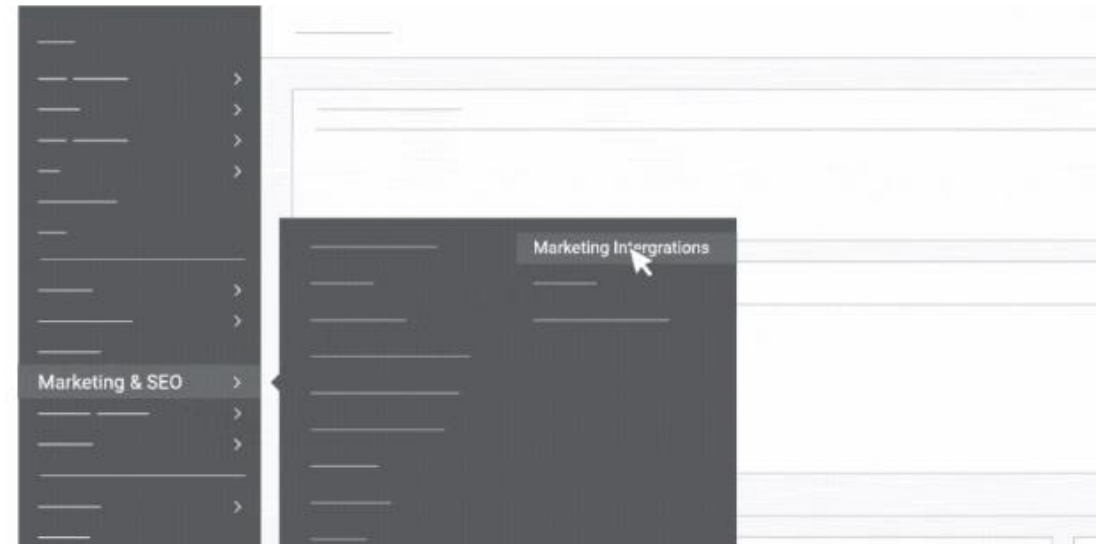
# GA4 set up using a website builder

# Automatic set up using a website builder

If your website uses one of the GA4 integrated website builders, you can install GA4 automatically without making any code changes.
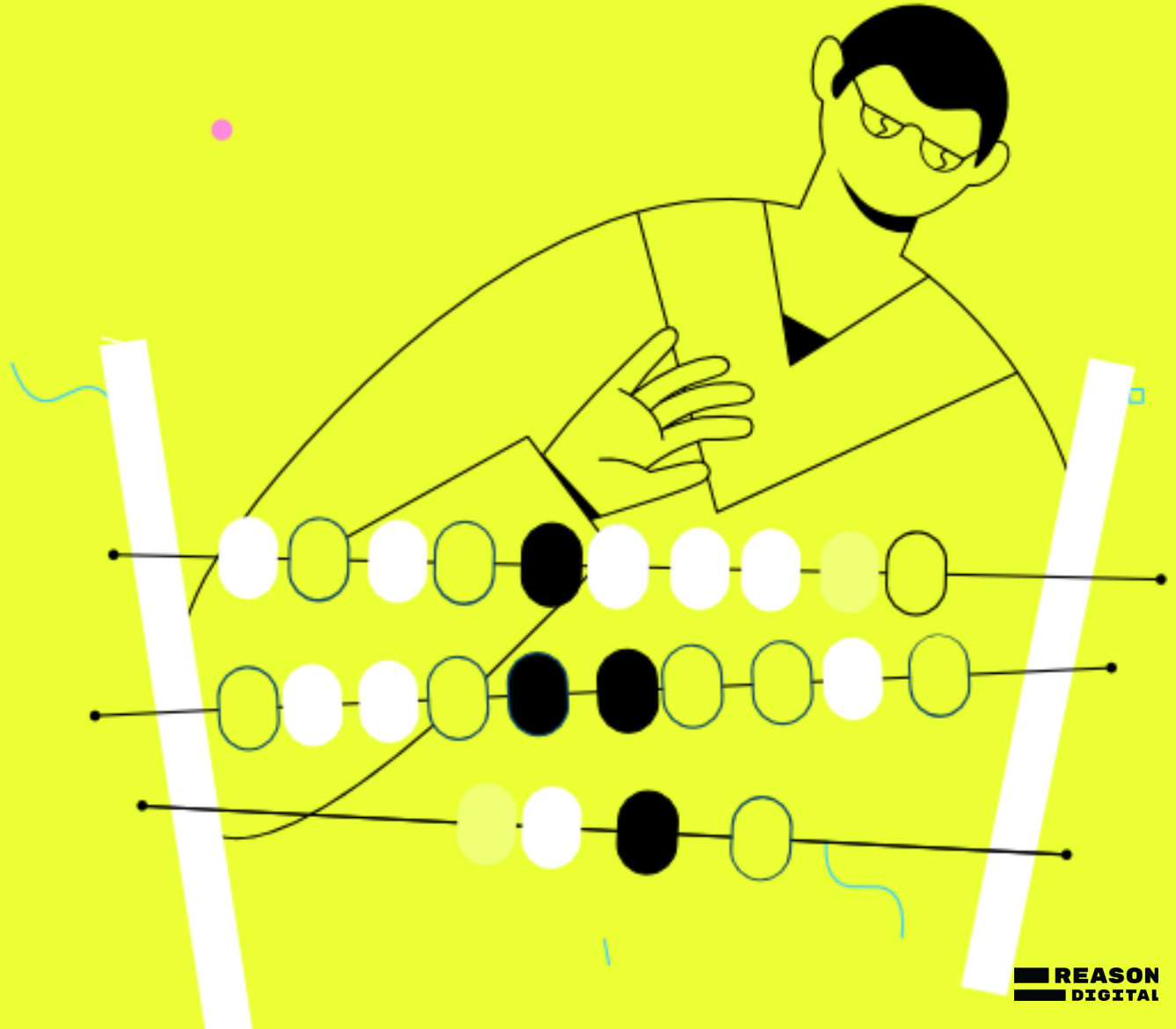
1. In your GA4 property, go to **Admin > Data streams**

2. If you can't see a data stream, click **Add Stream > web** and enter your website details

3. Click the data stream > **View tag instructions**

4. Click **Install with a website builder**

5. Click the relevant website builder and follow the instructions



Instructions

1. Sign in to your Wix account.

2. On the site dashboard, go to the "Marketing & SEO" section. Select **Marketing Integrations**.

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**Data retention**
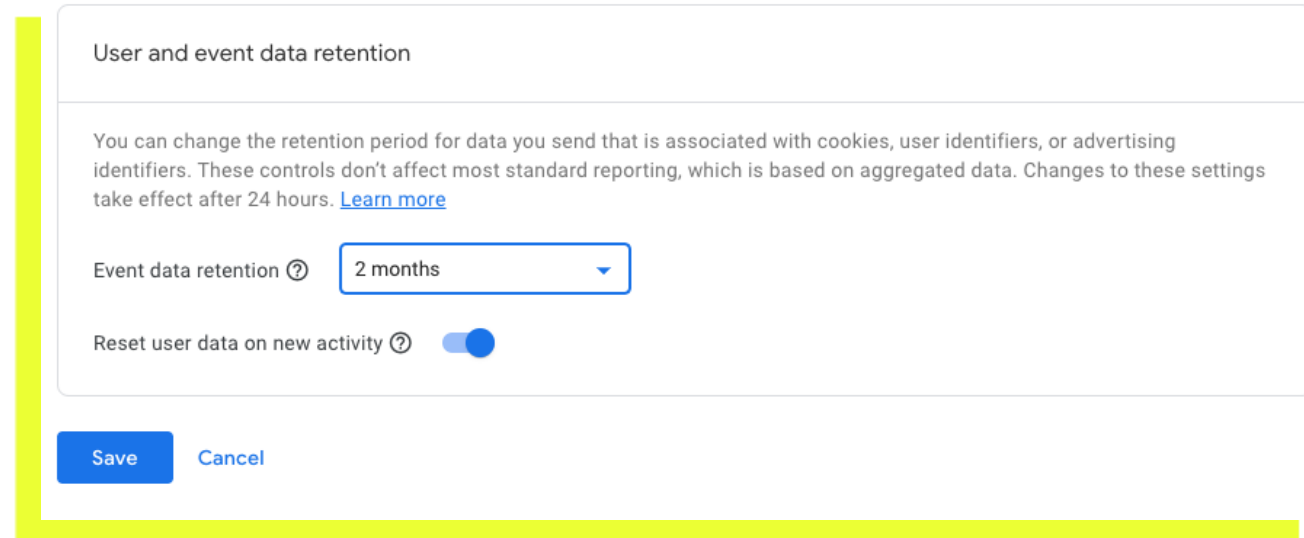
# Data retention

## An important detail...

User and event data retention in GA4 is set to **2 months** by default.

This affects all data associated with cookies user IDs and advertising IDs (but not standard reporting).

Change this setting to 14 months in your GA4 property by going to:

**Admin > Property > Data Settings > Data Retention**

---

User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. Learn more

Event data retention ⑦    | 2 months ▾ |

Reset user data on new activity ⑦   ⬤

Save   Cancel

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