

How to set up a Google Analytics account

STEP 1

[Go to analytics.google.com](https://analytics.google.com)

STEP 2

Click on Start measuring

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Learn

to better check the performance of your website and more.



STEP 3

Add your Business Name

Create an account

Create an Analytics account to collect and organize data. Accounts can access more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

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 settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google.

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

STEP 4

Check Google products & services

Account Data Sharing Settings ⓘ

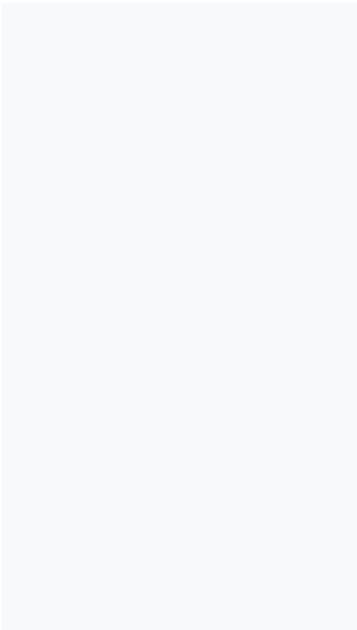
Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google.

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

- Google products & services**
If you have enabled [Google signals](#), this setting is required for [Enhanced Demographics & Insights](#) property. Visit the product linking section in the [Google Analytics help](#) for more information.
- Modeling contributions & business insights**
Enable features like predictions, modeled conversions, and measurement data. The data you share (including modeling data) is used to improve Google Analytics' ability to provide insights and predictions.

STEP 5

Check Modeling contributions & business insights

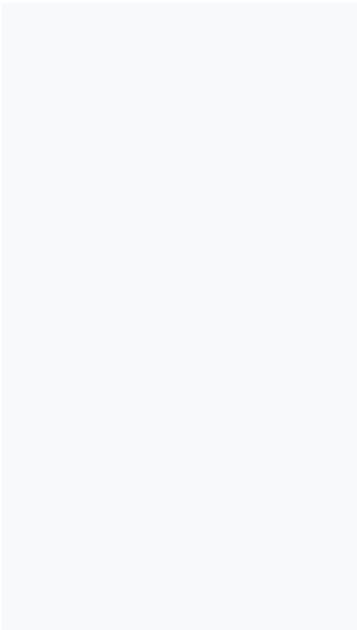


The data sharing options give you more control over

- Google products & services**
If you have enabled [Google signals](#), this set is required for [Enhanced Demographics & Insights](#) property. Visit the product linking section in
- Modeling contributions & business insights**
Enable features like predictions, modeled demand, and measurement data. The data you share (including conversions) is used to generate business insights. [Show Example](#)
- Technical support**
Let Google technical support representative help you with technical issues.

STEP 6

Check Technical support



- Modeling contributions & business insights**
Enable features like predictions, modeled demand, and measurement data. The data you share (including conversions) is used to generate business insights. [Show Example](#)
- Technical support**
Let Google technical support representative help you with technical issues.
- Account specialists**
Give Google sales access to your Google Ads account to help you to improve your configuration and other Google products.

STEP 7

Check Account specialists

to generate business insights. [Show Examp](#)

- Technical support
Let Google technical support representative technical issues.
- Account specialists
Give Google sales access to your Google An help you to improve your configuration and other Google products.

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

STEP 8

Click on Next

Give Google sales access to your Google An help you to improve your configuration and a other Google products.

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

By using Google Analytics you agree to the [Google Analytics](#)

Next

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STEP 9

Add your Business Name

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)

Reporting time zone ⓘ

United States ▾ (GMT-07:00) Los Angeles Time ▾

Currency

US Dollar (\$) ▾

You can edit these property details later in Admin

[Show advanced options](#)

STEP 10

Click on Next

US Dollar (\$) ▾

You can edit these property details later in Admin

[Show advanced options](#)

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STEP 11

Select your Industry Category

Your input helps improve Goog

Business details

Industry category (Required)

Select one ▾

Business size (Required)

Small - 1 to 10 employees

Medium - 11 to 100 employees

Large - 101 to 500 employees

STEP 12

Select your Business size

Your input helps improve Google Analytics.

Business details

Industry category (Required)

Select one ▾

Business size (Required)

Small - 1 to 10 employees

Medium - 11 to 100 employees

Large - 101 to 500 employees

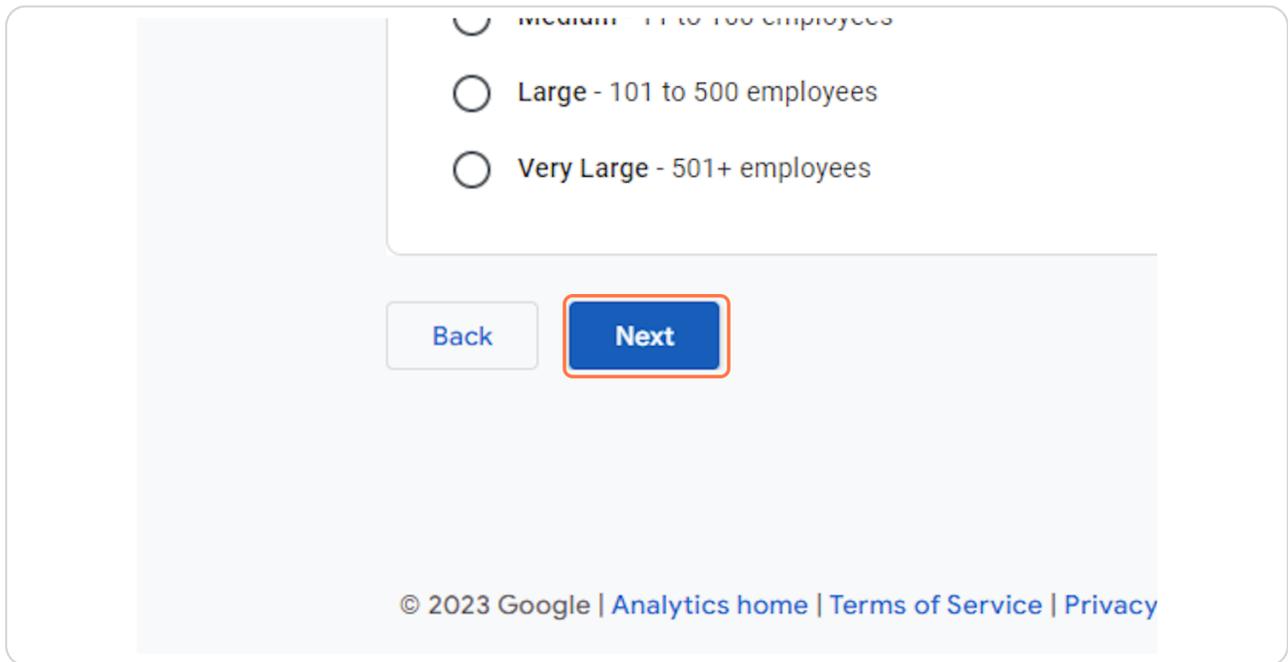
Very Large - 501+ employees

[Back](#) [Next](#)

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STEP 13

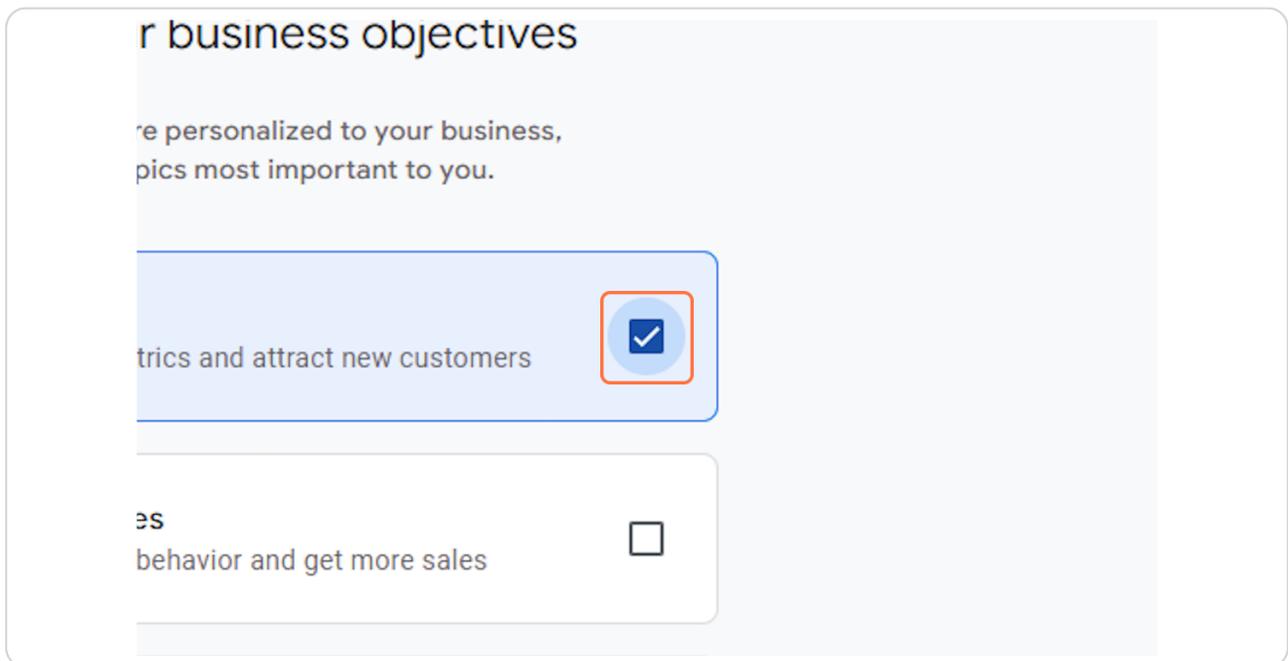
Click on Next



A screenshot of a Google Analytics setup screen. At the top, there are three radio button options for business size: "Medium - 11 to 100 employees" (selected), "Large - 101 to 500 employees", and "Very Large - 501+ employees". Below these options are two buttons: "Back" and "Next". The "Next" button is highlighted with a red rectangular border. At the bottom of the screen, there is a copyright notice: "© 2023 Google | Analytics home | Terms of Service | Privacy".

STEP 14

Check Generate Leads



A screenshot of a Google Analytics setup screen. The main heading is "Your business objectives". Below it, there is a paragraph: "We'll create reports personalized to your business, focusing on the metrics most important to you." There are two checkboxes with associated text. The first checkbox is checked and highlighted with a red rectangular border; its text is "Generate Leads" and "Generate leads and attract new customers". The second checkbox is unchecked; its text is "Track user behavior and get more sales".

STEP 15

Check Raise Brand Awareness

es behavior and get more sales	<input type="checkbox"/>
areness bout your business	<input checked="" type="checkbox"/>
ehavior use your site or app	<input type="checkbox"/>

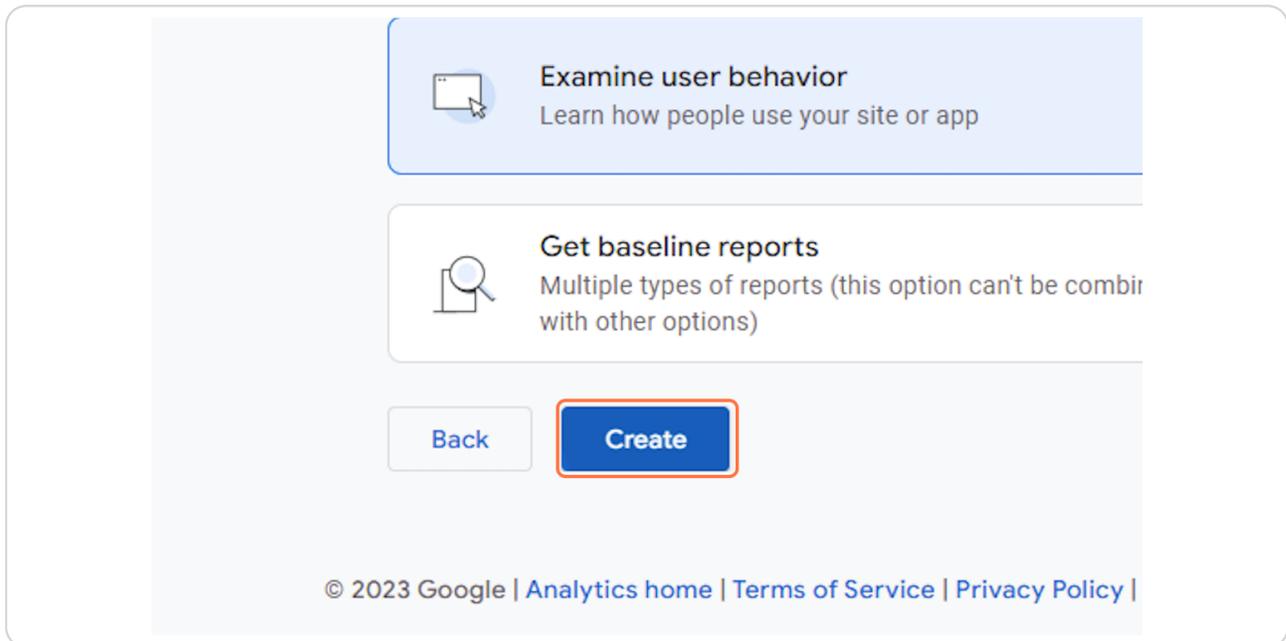
STEP 16

Check Examine user behavior

areness bout your business	<input checked="" type="checkbox"/>
ehavior use your site or app	<input checked="" type="checkbox"/>
ports ports (this option can't be combined	<input type="checkbox"/>

STEP 17

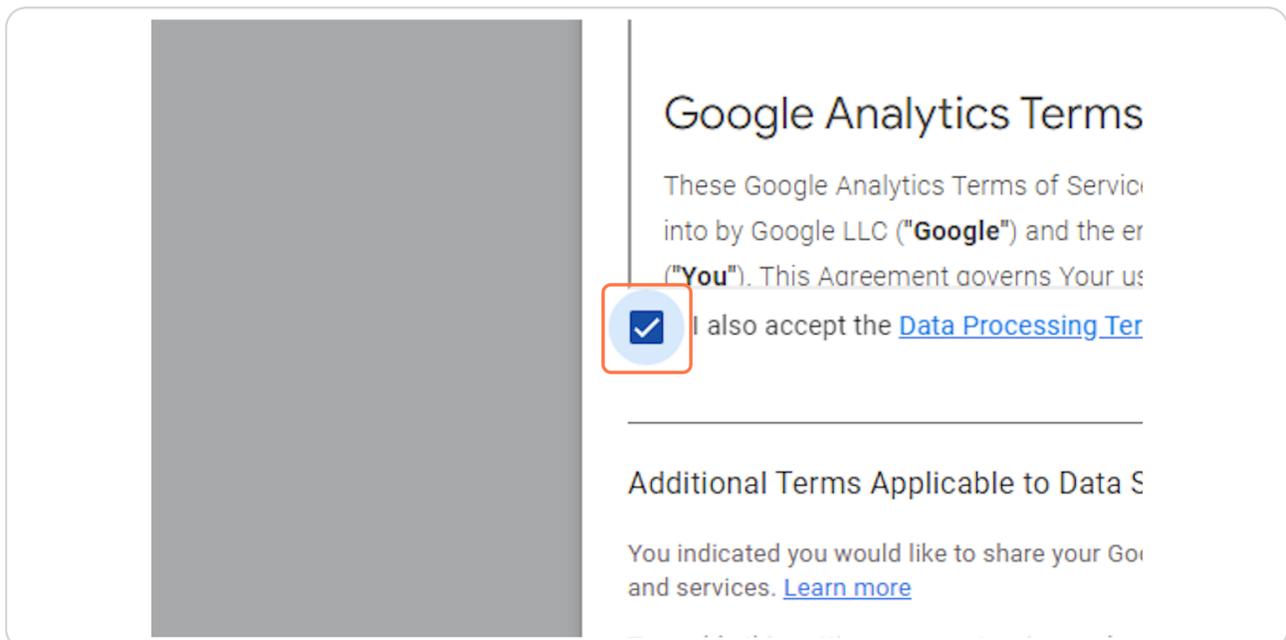
Click on Create



The screenshot shows a selection screen for Google Analytics. It features two main options: "Examine user behavior" (Learn how people use your site or app) and "Get baseline reports" (Multiple types of reports (this option can't be combined with other options)). Below these options are two buttons: "Back" and "Create". The "Create" button is highlighted with a red rectangular border. At the bottom, there is a footer with the text: "© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) |".

STEP 18

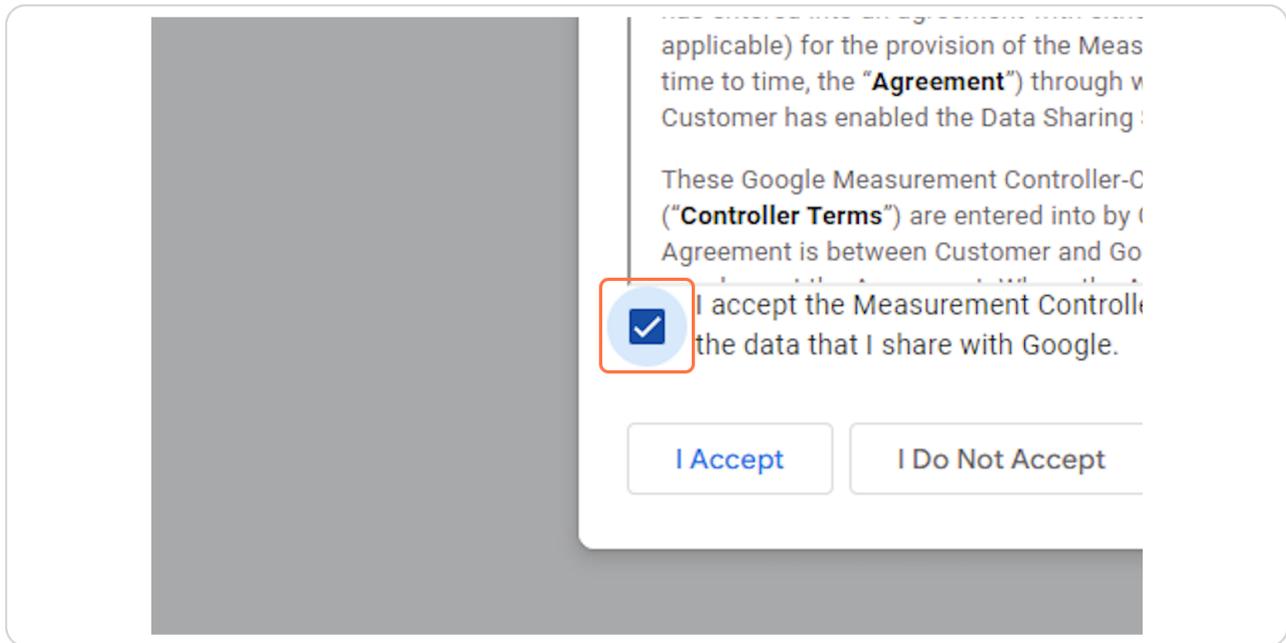
Check I also accept the Data Processing Terms as required by GDPR. Learn more



The screenshot displays the "Google Analytics Terms" page. The main heading is "Google Analytics Terms". Below it, the text reads: "These Google Analytics Terms of Service are entered into by Google LLC ("Google") and the user ("You"). This Agreement governs Your use of Google Analytics." A checkbox with a blue checkmark is checked and highlighted with a red rectangular border. The text next to the checkbox says: "I also accept the [Data Processing Terms](#)". Below this, there is a section titled "Additional Terms Applicable to Data Services" with the text: "You indicated you would like to share your Google Analytics data with other Google products and services. [Learn more](#)".

STEP 19

Check I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.



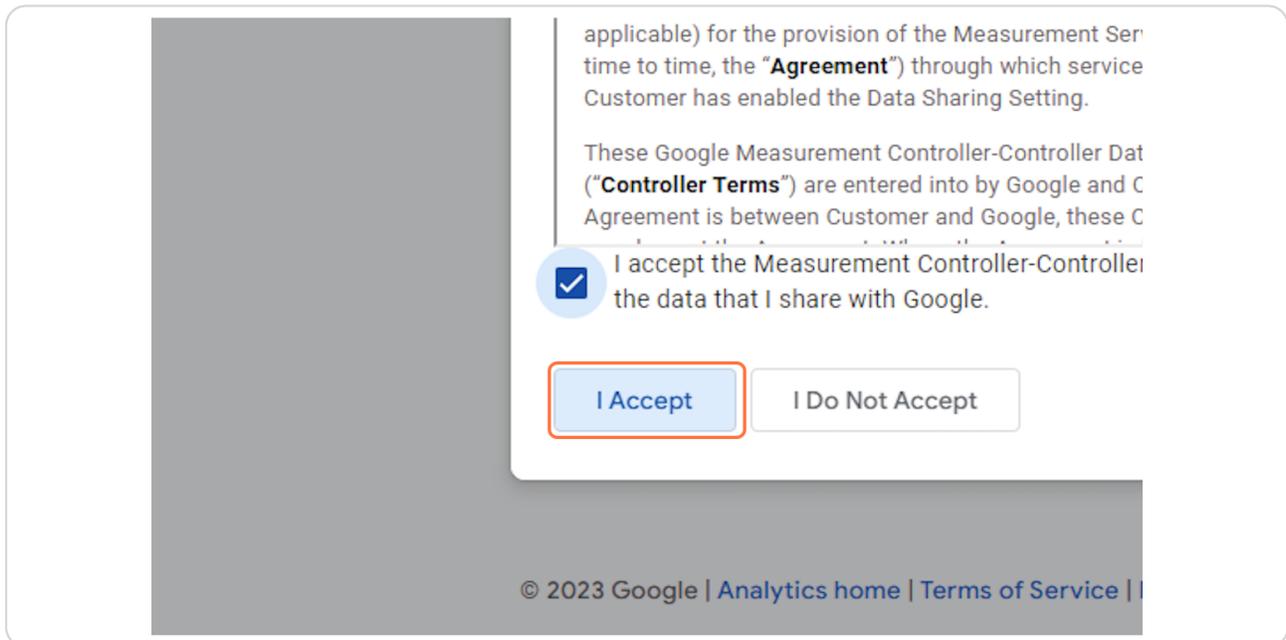
applicable) for the provision of the Measurement Service from time to time, the "Agreement") through which service Customer has enabled the Data Sharing Setting.

These Google Measurement Controller-Controller Data Protection Terms ("Controller Terms") are entered into by Google and Customer. The Agreement is between Customer and Google, and the Controller Terms are entered into by Google and Customer.

I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

STEP 20

Click on I Accept



applicable) for the provision of the Measurement Service from time to time, the "Agreement") through which service Customer has enabled the Data Sharing Setting.

These Google Measurement Controller-Controller Data Protection Terms ("Controller Terms") are entered into by Google and Customer. The Agreement is between Customer and Google, and the Controller Terms are entered into by Google and Customer.

I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

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STEP 21

Click on Web

Start collecting

To set up data collection for your website or app, choose from whether you want to collect data for a website (or a desktop app, or an iOS app). Next, you'll get instructions for adding the tracking code to your site.

[Learn more about data collection](#)

Choose a platform

Web Android app

[Skip for now](#)

STEP 22

Add your website domain

Set up data stream

Set up your web stream

Website URL Stream name

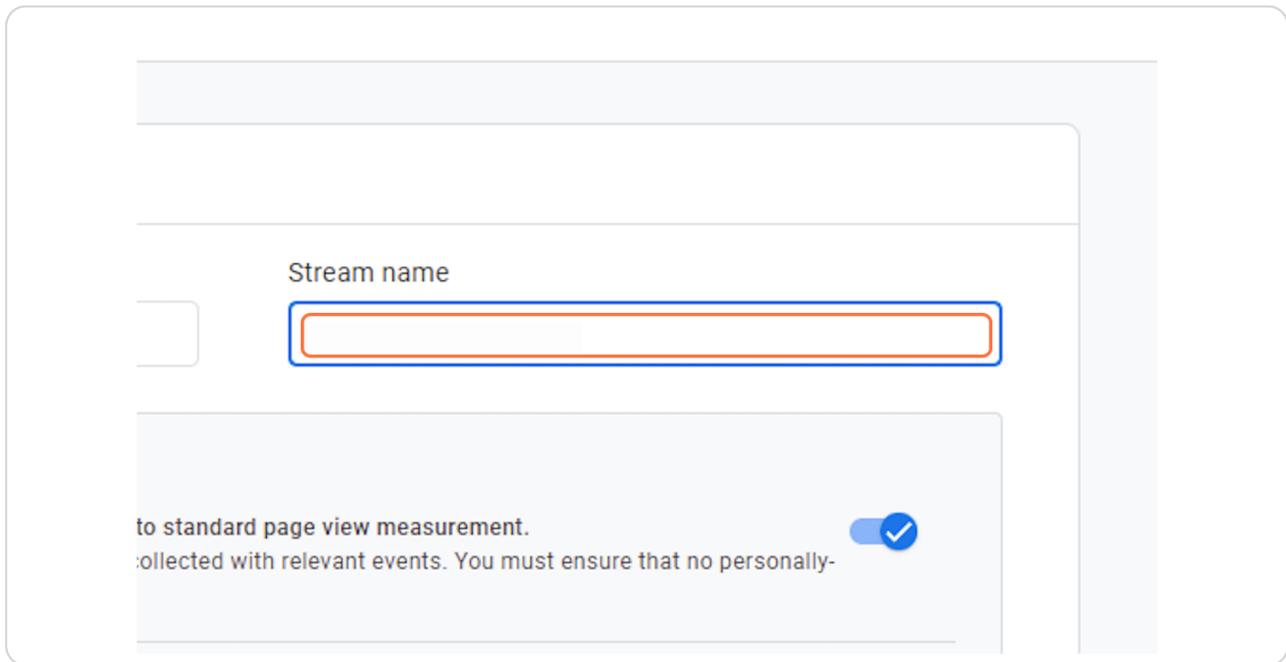
Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure identifiable information will be sent to Google. [Learn more](#)

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

[Create stream](#)

STEP 23

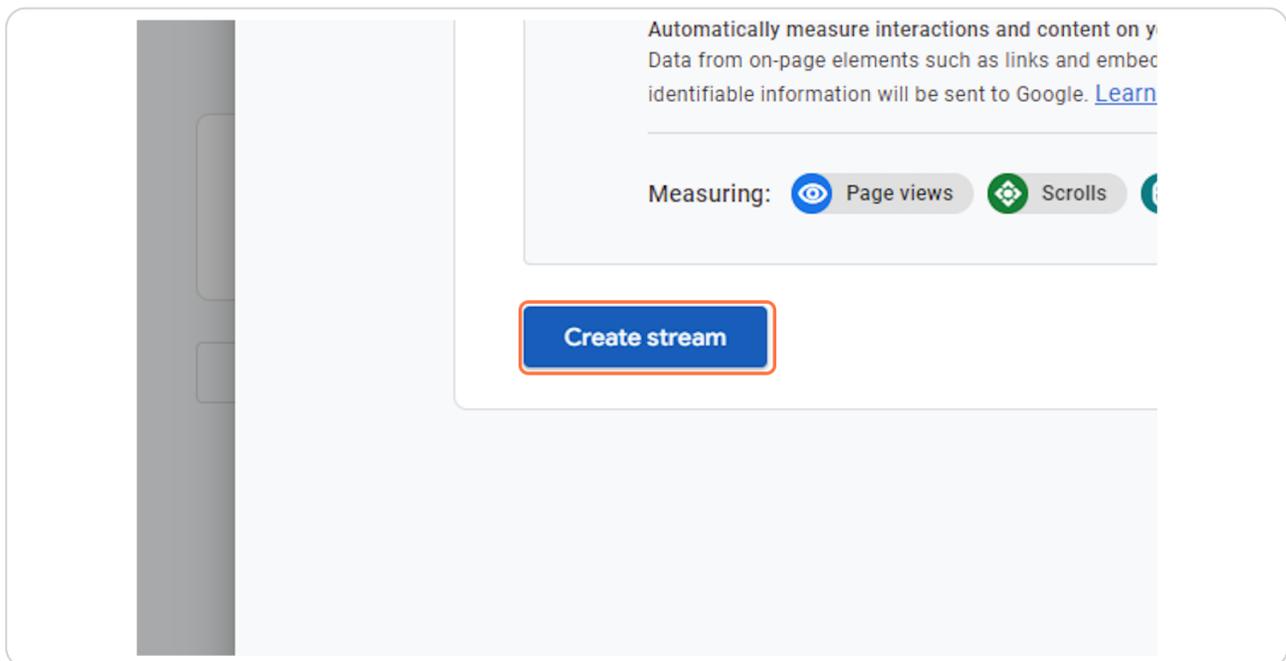
Add your Business Name



The screenshot shows a form with a label "Stream name" above a text input field. The input field is highlighted with a blue and orange border. Below the input field, there is a section with a toggle switch that is turned on, indicated by a blue checkmark. The text next to the toggle switch reads: "to standard page view measurement. collected with relevant events. You must ensure that no personally-".

STEP 24

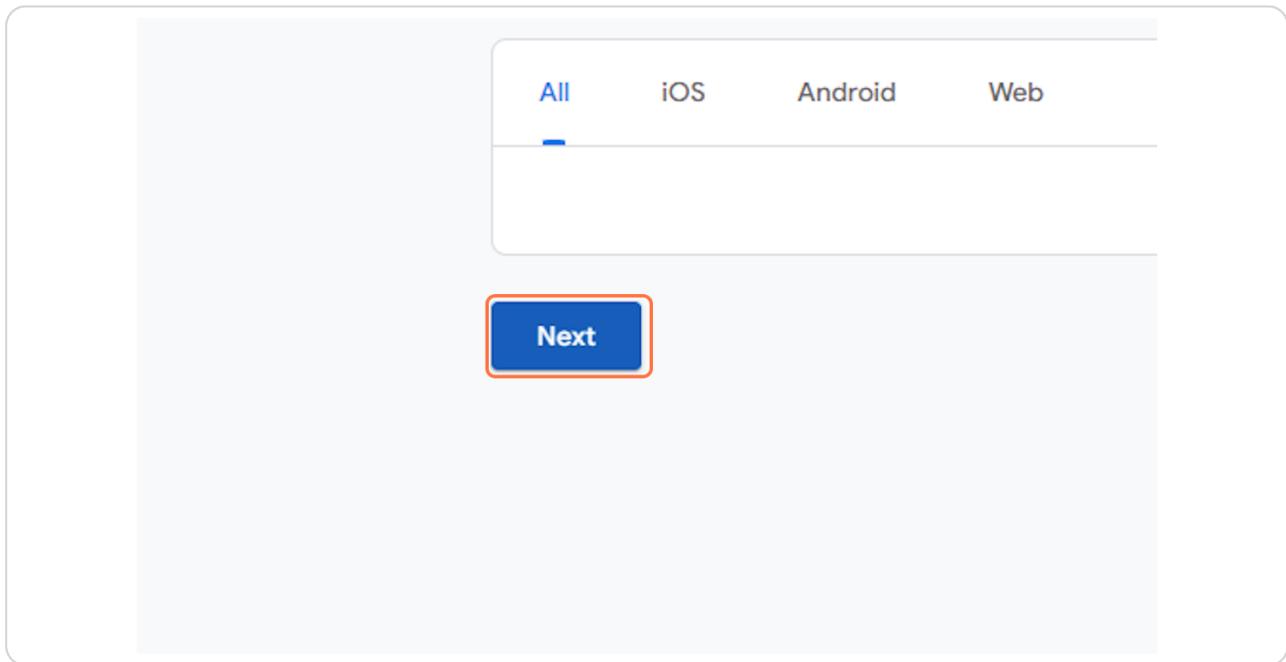
Click on Create stream



The screenshot shows a form with a section titled "Automatically measure interactions and content on y". Below this title, there is text that reads: "Data from on-page elements such as links and embed identifiable information will be sent to Google. [Learn](#)". Below this text, there is a "Measuring:" label followed by two toggle switches: "Page views" (which is turned on) and "Scrolls" (which is turned off). Below the toggle switches, there is a blue button labeled "Create stream" with an orange border.

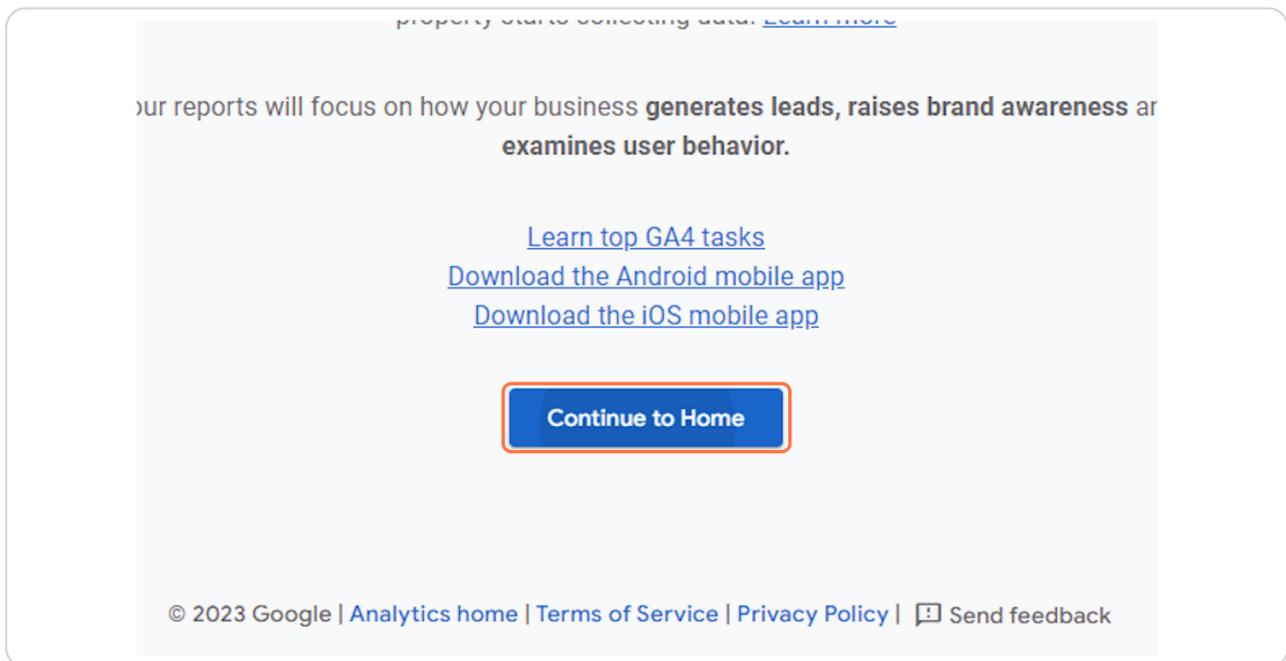
STEP 25

Click on Next



STEP 26

Click on Continue to Home



STEP 27

Click on Uncheck all and save

e Google Analytics.

and special promotions.

Uncheck all and save Save

No data available

15 16

View reports snapshot → View

STEP 28

Click on Admin

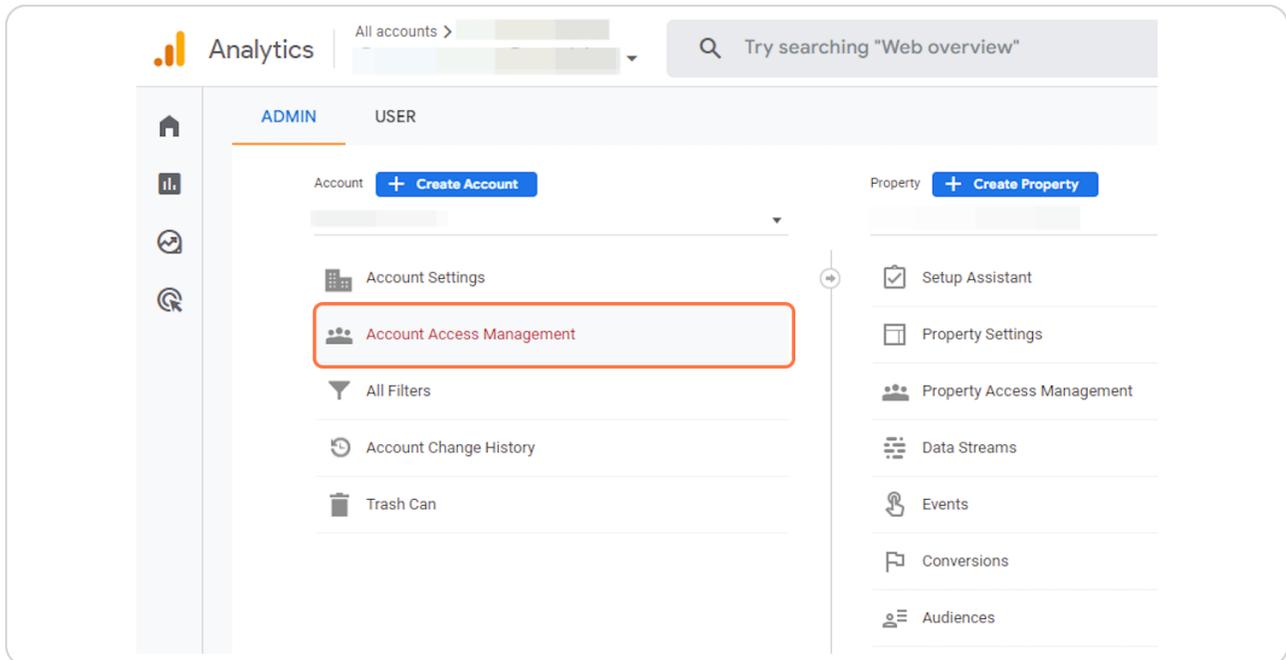
Event count	New users	Conversions
0	0	0

11 12 13 14

Admin

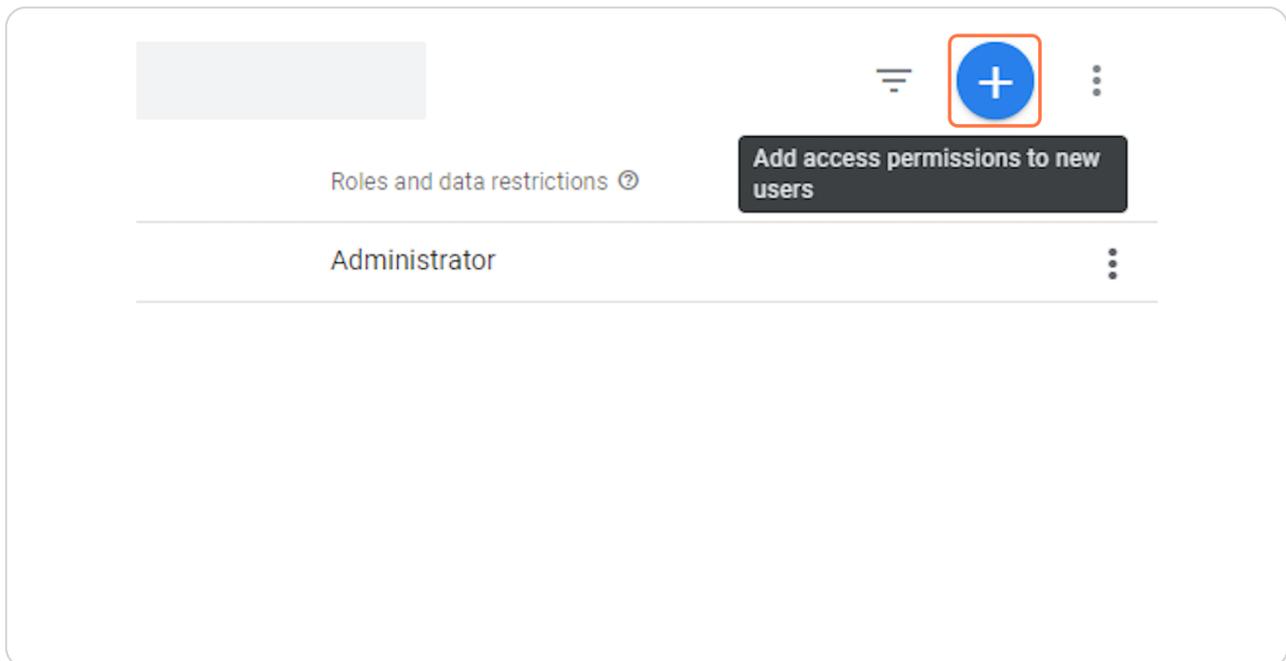
STEP 29

Click on Account Access Management



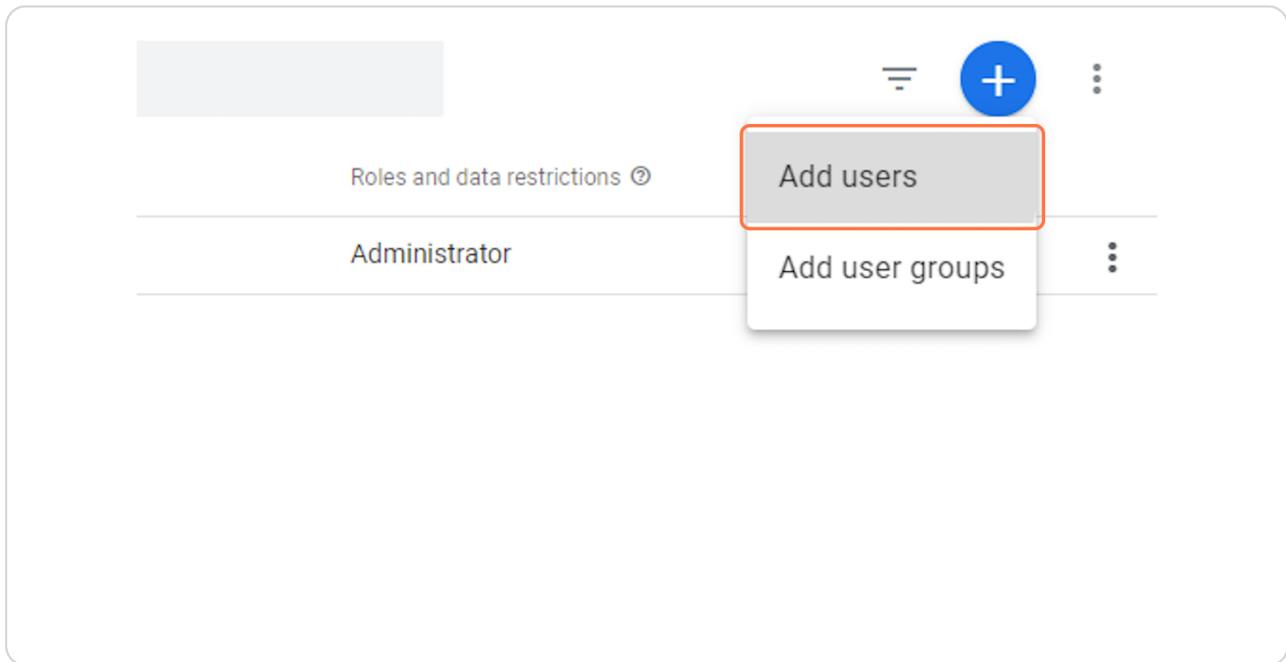
STEP 30

Click on add



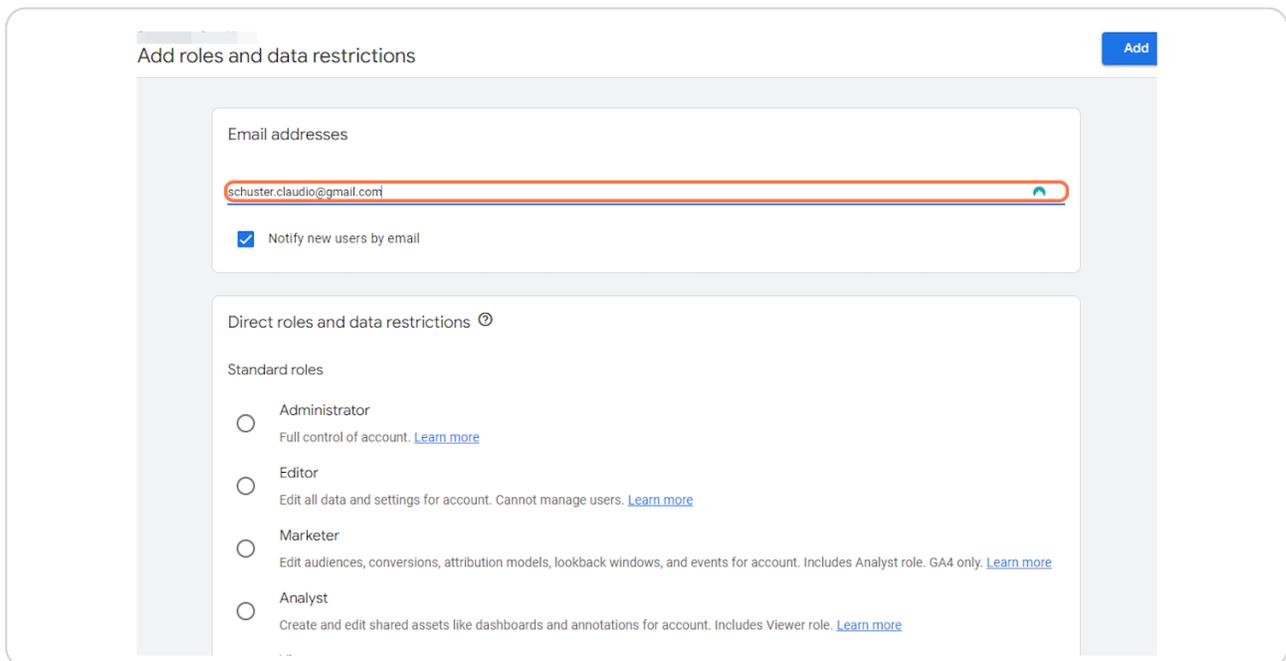
STEP 31

Click on Add users



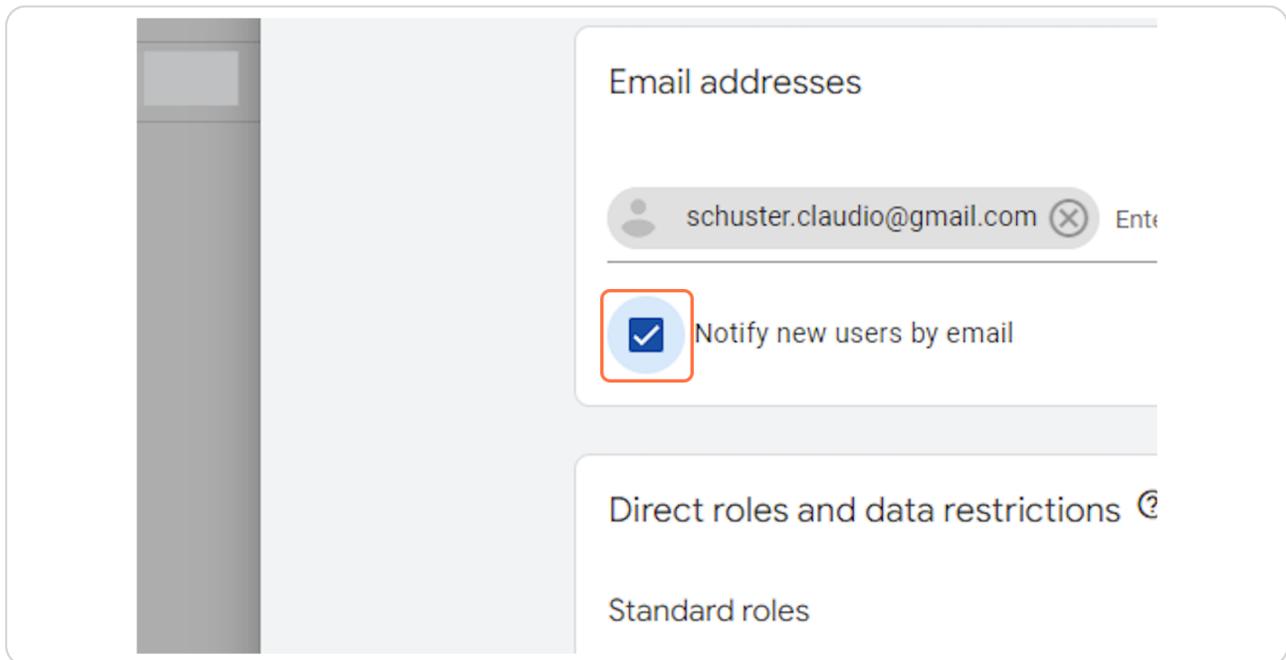
STEP 32

Type "schuster.claudio@gmail.com"



STEP 33

Check Notify new users by email



Email addresses

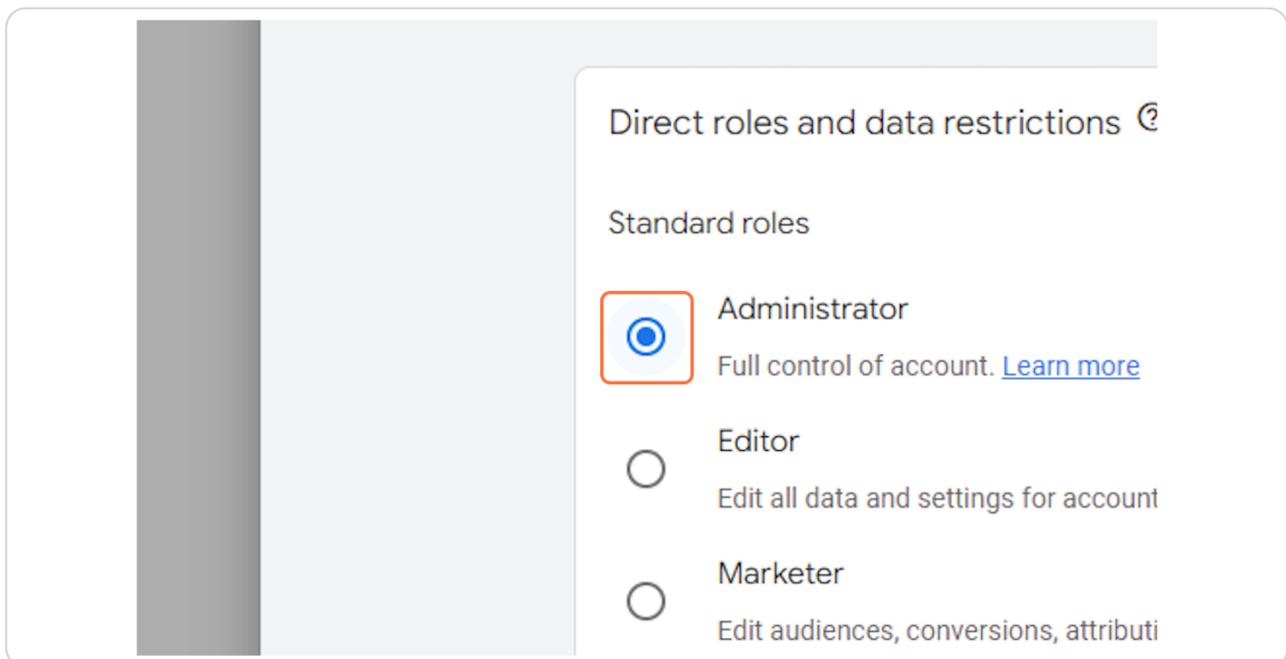
Notify new users by email

Direct roles and data restrictions

Standard roles

STEP 34

Select Administrator



Direct roles and data restrictions

Standard roles

Administrator
Full control of account. [Learn more](#)

Editor
Edit all data and settings for account

Marketer
Edit audiences, conversions, attributi

STEP 35

Click on Add

