



**TeamKinetic**

**Setting Up Google  
Analytics (GA4)**

# Setting Up Google Analytics 4 (GA4) for Your Website (No Coding Required!)

Google Analytics 4 (GA4) is a powerful tool for tracking website visitors and understanding how they interact with your site. Even if you're not tech-savvy, you can set it up with these easy steps:

## 1. Create a Google Analytics Account (if you don't have one already):

Head to <https://analytics.google.com/analytics/academy/> and sign in with your Google account.

If you're new, click "Start for free."

## 2. Setting Up Your Property:

In the bottom left corner, click "Admin."

Under "Account," choose the account where you want your website data. You can create a new account by clicking the "+" button.

Under "Property," select "Create property."

Give your website a recognisable name (e.g., "My Amazing Website").

Choose "Web" for "Industry category."

Click "Next" and review the Terms of Service, then click "Create."

## 3. Adding Your Website (Data Stream):

You'll be guided through setting up a "data stream." This tells GA4 where to collect data from - your website!

Choose "Web" as the measurement method.

Enter your website URL (e.g., "[invalid URL removed]").

Give your data stream a name (e.g., "Main Website Traffic").

Click "Next" for measurement settings (you can leave defaults for now).

Finally, click "Create stream."

## 4. Grab the Tracking Code!

You're almost there! Now, you need the code to place it on your website.

Click on your website's data stream under "Data Streams" in the left menu.

Look for "Global site tag (gtag.js)" under "Tagging Instructions."

Click "View tag instructions."

You'll see a large block of code beginning with "`<script>`". Copy the entire code.

## 5. Placing the Code on Your Website:

Once you have your code, open a support ticket requesting the addition of your own GA4 tracker.

Paste the code into the support ticket, and we'll handle the rest.

## 6. Give it Time!

It might take 24-48 hours for GA4 to collect data from your website.

Let us know if you have any issues with this process or any questions along the way!