

UpHouse®

Make A Switch to GA4

A Basic Setup Guide



What's Happening

Google announced that “On July 1, 2023, standard Universal Analytics properties will no longer process data. You’ll be able to see your Universal Analytics reports for a period of time after July 1, 2023. **However, new data will only flow into your Google Analytics 4 (GA4) properties.**”

“Beginning in March 2023, if you haven't already created a GA4 property, we'll create one for you, unless you opt out.”



What's Next

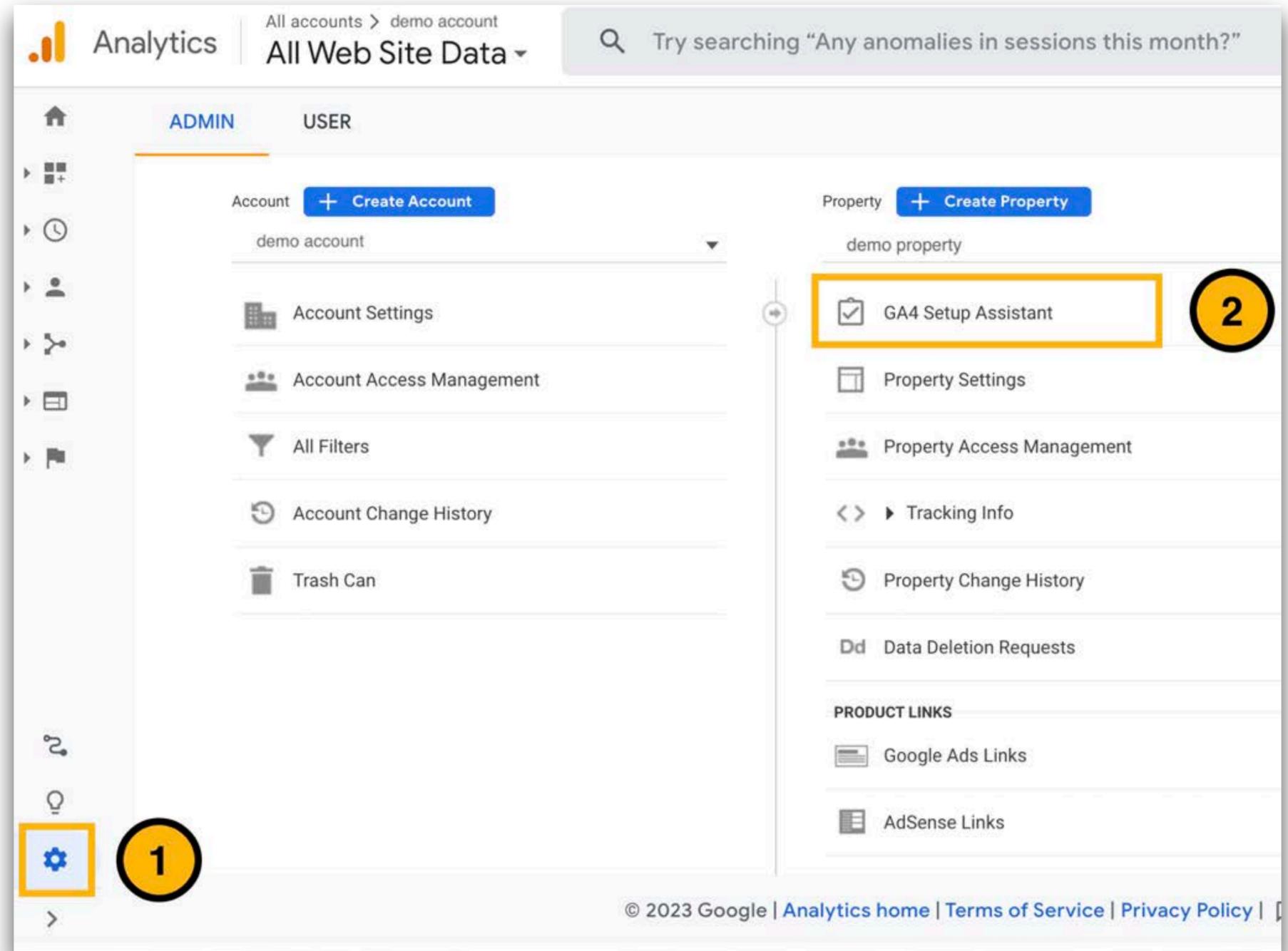
Log in to your Google Analytics account to check if GA4 property is already created for you. If not, please follow our setup guide to create a GA4 property.

*To create a GA4 property, you need to have the editor role for the Google Analytics account. Learn more about GA4 access and data-restriction management [here](#).

Steps 1-2

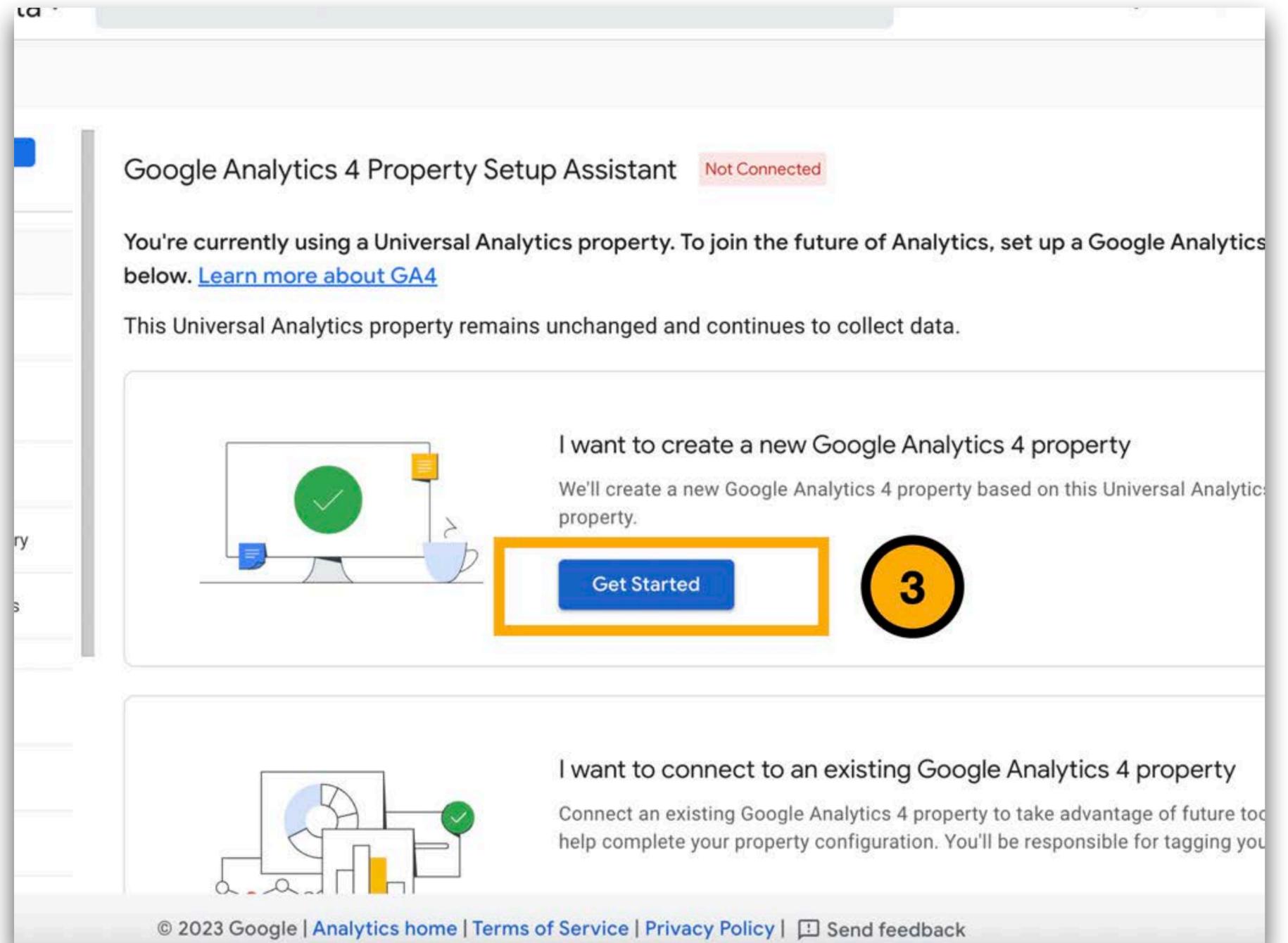
- Go to the bottom left navigation, click the **gear icon** to access the Admin settings.
- Confirm the desired account and UA property are selected, then click **GA4 Setup Assistant** (the first option in the Property column).

* If you only have one Google Analytics account, it's already selected.



Step 3

- Inside the Setup Wizard, click the **Get Started** button.



The screenshot shows the Google Analytics 4 Property Setup Assistant interface. At the top, it says "Google Analytics 4 Property Setup Assistant" with a "Not Connected" status. Below this, there is a message: "You're currently using a Universal Analytics property. To join the future of Analytics, set up a Google Analytics 4 property below. [Learn more about GA4](#)". A note states: "This Universal Analytics property remains unchanged and continues to collect data." There are two main options presented in a list:

- 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.
This option is highlighted with a yellow border and a blue "Get Started" button. A yellow circle with the number "3" is next to it, indicating the current step.
- I want to connect to an existing Google Analytics 4 property**
Connect an existing Google Analytics 4 property to take advantage of future tools and help complete your property configuration. You'll be responsible for tagging your website.

At the bottom of the page, there is a footer with the text: "© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)".

Step 4

- Read the message from in the Create a new Google Analytics 4 property pop-up screen, and click the **Create and Continue** button.

*Google Analytics will reuse your existing UA tagging for your GA4 property. See **How to install a Google tag** if it's not automatically connected for you.

Create a new Google Analytics 4 property

This setup assistant will:

- **Create a GA4 property.** This will keep your original Universal Analytics property unchanged.
- **Copy basic settings from your UA property.** You can then configure additional settings in your GA4 property as needed.
- **Turn on [enhanced measurement](#)** to measure interactions with your content. You must ensure that no [personally identifiable information](#) will be sent to Google.
- **Collect data in your new property** using your existing site tag.

No, thank you **Create and Continue**

I want to connect to an existing Google Analytics 4 property

Connect an existing Google Analytics 4 property to take advantage of help complete your property configuration. You'll be responsible for

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Step 5

- Your property is connected.
- Click the **Go to your GA4 property** button to open **Setup Assistant** in your new GA4 property.

The screenshot shows the Google Analytics 4 Property Setup Assistant interface. At the top, there is a search bar with the text "Try searching 'Any anomalies in sessions this month?'". Below the search bar, the text "Google Analytics 4 Property Setup Assistant" is displayed with a "Connected" status indicator. A message states "You have successfully connected your properties." with a link to "Learn more about Google Analytics 4 properties". The main content area features an illustration of a person pointing at a screen with a bar chart. To the right of the illustration, the text reads "Explore and set up your GA4 property. Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time." A blue button labeled "Go to your GA4 property" is highlighted with a yellow border, and a yellow circle with the number "5" is positioned to its right. Below this, a section titled "Connected Property" includes a "Disconnect" button. At the bottom, there is a table with two columns: "GA4 PROPERTY NAME" and "PROPERTY ID". The footer contains copyright information and links for "Analytics home", "Terms of Service", "Privacy Policy", and "Send feedback".

account
Data

Try searching "Any anomalies in sessions this month?"

Google Analytics 4 Property Setup Assistant Connected

You have successfully connected your properties.
[Learn more about Google Analytics 4 properties](#)

Explore and set up your GA4 property.
Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

[Go to your GA4 property](#)

5

Connected Property
You can disconnect your properties at any time. [Disconnect](#)

GA4 PROPERTY NAME	PROPERTY ID
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Installation Google Tag

Go to your GA4 property > Select **Data Streams** > Click the data stream name > Click **View tag instructions** > Install with one of the following options:

Option 1: Install with a website builder or CMS e.g. Squarespace, Shopify, Wordpress, Wix, etc.

Option 2: Install manually

Option 3: Use Google Tag Manager

To view more information on this, please visit [Google Analytics Help](#). You can also contact UpHouse for additional support.

Installation instructions

Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder or CMS 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?Your Measurement ID"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', Your Measurement ID);
</script>
```

Use Google Tag Manager?

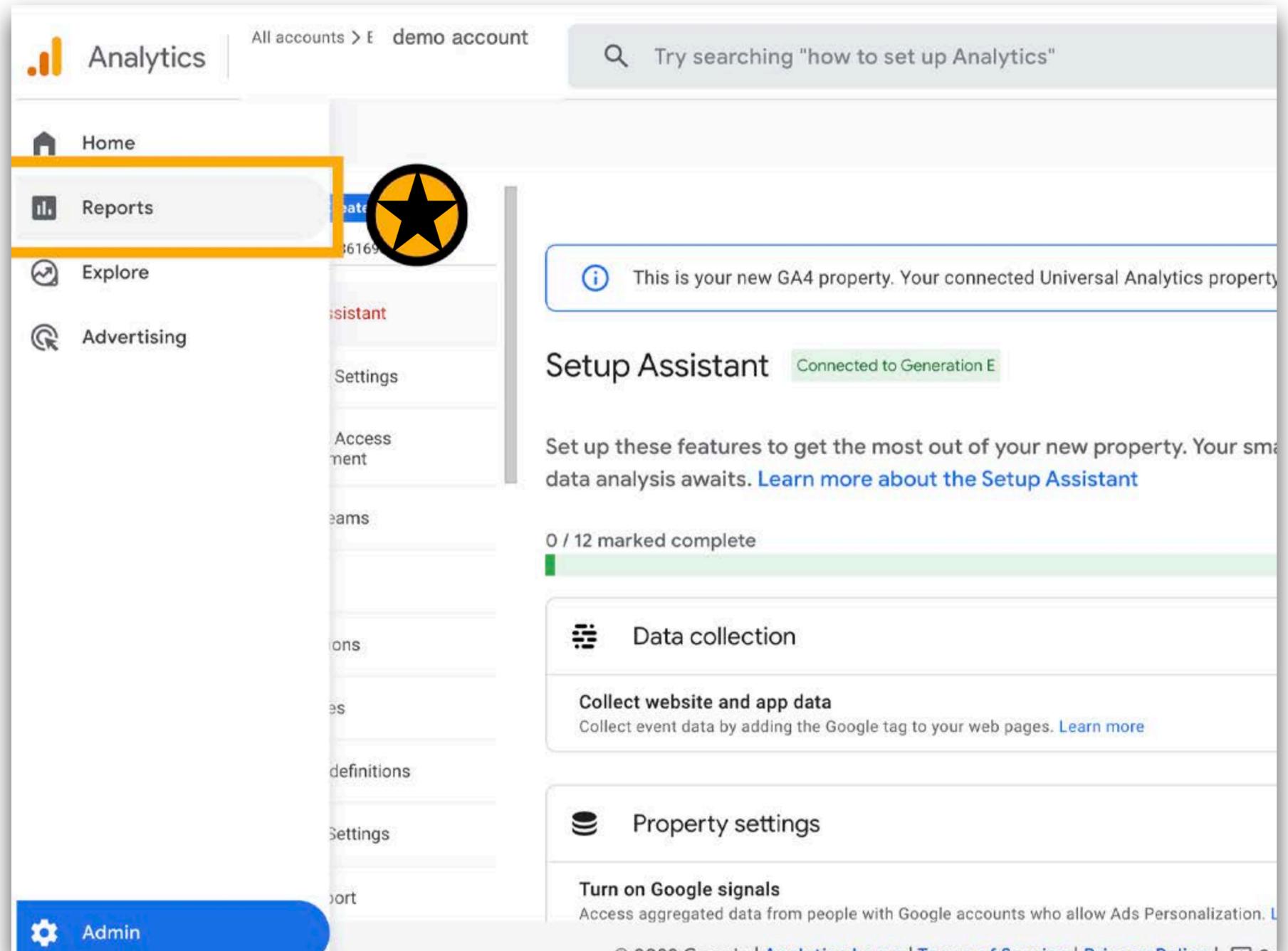
For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.

Bonus Step ★

- Go to **Realtime** report from the **Reports** navigation to verify data.

*It can take up to 30 minutes for data to begin appearing in your new GA4 property

- Once you see data starting to flow in, your basic GA4 property is now set up!



The screenshot displays the Google Analytics interface for a new GA4 property. The top navigation bar includes the Analytics logo, account information (All accounts > E demo account), and a search bar with the placeholder text "Try searching 'how to set up Analytics'". The left sidebar contains navigation options: Home, Reports (highlighted with an orange box and a yellow star icon), Explore, and Advertising. The main content area features a "Setup Assistant" section, which is connected to Generation E. A progress bar indicates that 0 out of 12 setup items are marked complete. The first item, "Data collection", includes the sub-task "Collect website and app data" with a "Learn more" link. The second item, "Property settings", includes the sub-task "Turn on Google signals" with a description: "Access aggregated data from people with Google accounts who allow Ads Personalization. L". The bottom of the interface shows an "Admin" button and a footer with copyright information: "© 2022 Google | Analytics home | Terms of Service | Privacy Policy | G".

Thanks!



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