

## 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 

India ▼ (GMT+05:30) India Time ▼

Currency

Indian Rupee (₹) ▼

You can edit these property details later in Admin.

2,000 more properties can be created on this account.

[Next](#)

## Describe your business

Help us better understand your business by answering the following.

Business details

Industry category (Required)  
Jobs & Education ▾


Business size (Required)  

☒ Small - 1 to 10 employees

☐ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees


☐ Very Large - 501+ employees



Leads

Track actions that identify visitors as potential customers


☒



Sales

Analyze and optimize sales on your website or app


☐



Traffic

Measure who is visiting your website or app and where they are coming from


☒



User engagement & retention

Learn how people explore your products or services

☒



Other

Multiple types of reports (this option can't be combined with other options)

☐


- Property creation
- Business details
- Business objectives
- Data collection


### Start collecting data


To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#) 

Choose a platform

 Web

 Android app

 iOS app

Skip for now

Set up your web stream


Website URL

https://

www.akinformationstudio.blogspot.com


Stream name


Ak Info


 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 that no personally-identifiable information will be sent to Google. [Learn more](#)


Measuring:

 Page views

 Scrolls

 Outbound clicks

+ 4 more



## Choose how to set up a Google tag

### Install manually RECOMMENDED

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-ZDGY1QBQLK"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-ZDGY1QBQLK');
</script>
```

### Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)



If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalization and measurement.

[Get started](#)

[Show more options](#)

Snipping Tool

```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <!DOCTYPE html>
3 <HTML expr:dir='data:blog.languageDirection'>
4 <head>
5 <!-- Google tag (gtag.js) -->
6 <script async src="https://www.googletagmanager.com/gtag/js?id=G-ZDGY1Q8QLK"></script>
7 <script>
8 window.dataLayer = window.dataLayer || [];
9 function gtag(){dataLayer.push(arguments);}
10 gtag('js', new Date());
11
12 gtag('config', 'G-ZDGY1Q8QLK');
13 </script>
14
15 <brinclude data='blog' name='all-head-content'/>
16 <title>
17 <b:if cond='data:blog.pageType == &quot;index&quot;'>
18 <data:blog.pageTitle/>
19 <b:else/>
20 <b:if cond='data:blog.pageType != &quot;error_page&quot;'>
21 <data:blog.pageName/> | <data:blog.title/>
22 <b:else/>
23 404 | <data:blog.title/>
24 </b:if>
25 </b:if>
26 </title>
27 <b:if cond='data:blog.metaDescription != &quot;&quot;'>
28 <meta expr:content='data:blog.metaDescription' property='og:description'/>
29 <meta expr:content='data:blog.metaDescription' name='twitter:description'/>
30 <meta expr:content='data:blog.metaDescription' itemprop='description'/>
31 </b:if>
32 <b:if cond='data:blog.postImageUrl'>
33 <meta expr:content='data:blog.postImageUrl' property='og:image'/>
34 <meta expr:content='data:blog.postImageUrl' name='twitter:image'/>
35 <meta expr:content='data:blog.postImageUrl' itemprop='image'/>
36 <b:else/> <b:if cond='data:blog.postImageThumbnailUrl'>
37 <meta expr:content='data:blog.postImageThumbnailUrl' property='og:image'/>
38 <meta expr:content='data:blog.postImageThumbnailUrl' name='twitter:image'/>
39 <meta expr:content='data:blog.postImageThumbnailUrl' itemprop='image'/>
40 </b:if> </b:if>
```

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Analytics

All accounts > AK Info

Try searching "how many users last month vs last year"

Reports snapshot

Realtime overview

Realtime pages

Business objectives

Leads

- Overview
- Audiences
- User acquisition
- Traffic acquisition
- Landing page
- User acquisition cohorts

Traffic

User engagement & retention

Library

Realtime overview

ACTIVE USERS IN LAST 30 MINUTES

1

ACTIVE USERS IN LAST 5 MINUTES

1

ACTIVE USERS PER MINUTE

-30 min

-25 min

-20 min

-15 min

-10 min

-5 min

-1 min

Active users by First user source

Active users by Audience

Views by Page title and screen name

