**Configuring The Google Analytical Tool For GranHub.com.co.uk**

**Google Analytics Configuration for GranHub.com.co.uk**

**STEP 1: Create a Google Analytics (GA4) Account**

1. Go to <https://analytics.google.com>.
2. Click **Admin** (gear icon at bottom left).
3. Under **Account**, click **+ Create Account**.
4. Name the account (e.g., “Granhub UK”).
5. Accept data-sharing settings and click **Next**.

**STEP 2: Create a Property**

1. Enter property name (e.g., "Granhub UK Web").
2. Set time zone (UK) and currency (GBP).
3. Click **Next** and fill in business info.
4. Click **Create**.

**STEP 3: Create a Web Data Stream**

1. Choose **Web** as your platform.
2. Enter website URL: https://granhub.com.co.uk
3. Stream name: e.g., “Main Site Stream”
4. Click **Create Stream**.

After this, you'll get:

* **Measurement ID** (e.g., G-XXXXXXXXXX)
* Option to install the tag

**STEP 4: Install the Google Analytics Tag**

**Option A: Manually (Paste Code Into Website)**

Add the code to every page, inside the <head> tag:

html

CopyEdit

<!-- Google tag (gtag.js) -->

<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag(){dataLayer.push(arguments);}

gtag('js', new Date());

gtag('config', 'G-XXXXXXXXXX');

</script>

Replace G-XXXXXXXXXX with your real Measurement ID.

**Option B: Using Google Tag Manager (Preferred for flexibility)**

1. Go to [Google Tag Manager](https://tagmanager.google.com/)
2. Create a container for granhub.com.co.uk
3. Add new tag:
   * Type: **GA4 Configuration**
   * Measurement ID: G-XXXXXXXXXX
   * Trigger: All Pages
4. Save and **Publish**

**STEP 5: Verify That It's Working**

* Open [Google Analytics](https://analytics.google.com/)
* Go to **Realtime** > You should see activity when browsing the live site.
* Or use **Tag Assistant** (Chrome extension) to confirm the tag is firing.

**STEP 6: Enable Enhanced Measurement**

GA4 tracks more by default, including:

* Page views
* Scrolls
* Outbound clicks
* File downloads
* Site search

You can toggle these under:  
**Admin > Data Streams > granhub.com.co.uk > Enhanced Measurement**

**STEP 7: (Optional) Add Custom Events or Conversions**

If you want to track things like:

* Form submissions
* Newsletter signups
* Purchases

You’ll need to create custom events via Tag Manager or GA4 Event setup.

**STEP 8: (Optional) Connect Other Google Tools**

* **Google Ads:** If you run paid ads
* **Google Search Console:** For SEO performance
* Go to Admin > Product Links

**You're Done!**

If you'd like:

* Help inserting the code into your website
* Plugin recommendation for WordPress, Shopify, etc.
* Setup of custom goals, e-commerce tracking, or GDPR compliance