Get started with Google Analytics

The video lessons in this course show a Google Analytics demo account already up and running for a website and mobile app. This reading provides an overview of what is required to set up a new Google Analytics account to start monitoring a website or app.

Note: The information in this reading is provided for reference purposes only. You don't need to set up a Google Analytics account to complete any of the activities in this course. You will continue to use the Google Analytics demo account.

High-level steps

Here are the high-level steps to set up Google Analytics:

- Create a new account and property
- Create a data stream
- Enable tagging
- Enable data collection

Create a new account and property

To create a new account, go to the Analytics ↗ page and select **Get started today**.

When you create a new account, you enter or select the following required information:

- Account name
- Property name
- Time zone
- Currency
- (Optional) Business information

Create a data stream

After you accept the terms of the service agreement, you are able to choose the type of data stream to monitor for a website or mobile app:

- **Web:** If you select Web, enter the homepage URL and a unique stream name.
- **Android app:** If you select Android app, enter the package name and app name.
- **iOS app**: If you select iOs app, enter the bundle ID and app name..

A measurement ID is then assigned to the data stream.

Enable tagging

For tagging instructions, choose whether to add a new on-page tag or to use an existing on-page tag.

Select to use an existing on-page tag only if you are adding a Google Analytics 4 (GA4) property to a website that already has a tag for Universal Analytics (UA). The existing tag becomes a connected site tag to send data to the Google Analytics 4 property.

If you are adding a new tag, you can select to use the global site tag or Google Tag Manager.

Enable data collection

Finally, to enable data collection, implement the global site tag or deploy the tag with Tag Manager.

If implementing the global site tag manually, you must copy and paste the displayed site tag in the HTML <head> section of each page you want to monitor.

A site tag looks similar to the following:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-3T28EEHGZS"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-3T28EEHGZS');
</script>
```

Resources for more information

Refer to the following articles for instructions to set up Google Analytics.

- [GA4] Set up Analytics for a website and/or app ↗: Instructions to set up Google Analytics 4 (recommended for new accounts)
- Get started with (Universal) Analytics ↗: Instructions to set up Universal Analytics (to provide continued support of websites using UA)

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