

# Google Analytics Setup Guide

Web-Smart.Co

Best SEO Agency in Hertfordshire

Complete guide to setting up Google Analytics 4 (GA4), configuring goals, tracking conversions, and understanding your website traffic. Includes dashboard templates and reporting best practices.

## Initial Setup

- ' Create Google Analytics account
- ' Set up GA4 property
- ' Install tracking code on website
- ' Verify tracking is working
- ' Link to Google Search Console
- ' Configure data streams
- ' Set up user permissions
- ' Enable Google Signals
- ' Configure data retention settings
- ' Set up filters to exclude internal traffic

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## Event Tracking

- ' Set up conversion events (purchases, signups)
- ' Track button clicks
- ' Monitor form submissions
- ' Track video plays
- ' Monitor file downloads
- ' Set up scroll depth tracking
- ' Track outbound link clicks
- ' Monitor site search
- ' Configure enhanced e-commerce (if applicable)
- ' Set up custom events for key actions

## Goals & Conversions

- ' Define business objectives
- ' Set up conversion goals
- ' Assign monetary values to goals
- ' Track lead generation forms
- ' Monitor phone call clicks
- ' Track email link clicks
- ' Set up funnel visualization
- ' Monitor checkout process (e-commerce)
- ' Track newsletter signups
- ' Configure conversion attribution

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## Reporting & Analysis

- ' Create custom dashboards
- ' Set up automated reports
- ' Monitor real-time data
- ' Analyse traffic sources
- ' Review audience demographics
- ' Track user behaviour flow
- ' Monitor page performance
- ' Analyse conversion paths
- ' Review acquisition channels
- ' Export data for client reports

### Need Analytics Setup Help?

Web-Smart.Co provides complete analytics configuration:

- GA4 setup and customisation
- Monthly reporting and insights