

Google Analytics + Search Console

Google Analytics (GA4)

Google Analytics- GA4 is a platform that collects data from your websites and apps to create reports that provide insights into your business.

Official website: <https://analytics.google.com/>

Google Search Console

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results.

Official website: <https://search.google.com/search-console/about>

Generate code for both and add in website between `<head>``</head>`

Continue....

Difference between Google analytics and Search console

Feature/Aspect	Google Analytics	Google Search Console
Purpose	Tracks and analyzes user behavior on your website.	Monitors and improves your website's performance in Google Search.
Focus	Website visitors and their actions.	Search engine visibility and performance.
Data Type	Provides detailed data on users, sessions, page views, and conversions.	Shows data like search queries, impressions, clicks, and rankings.
Audience Insights	Gives information about users, such as location, device, and traffic sources.	No audience-specific data, only search-related data.
Traffic Source Tracking	Tracks all traffic sources (e.g., social media, ads, direct).	Focuses only on traffic from Google Search.
User Interaction	Tracks how users interact with your website (e.g., clicks, time spent).	Does not track user interactions beyond Google Search.
Error Reporting	Doesn't report website errors.	Reports indexing issues, crawl errors, and mobile usability problems.

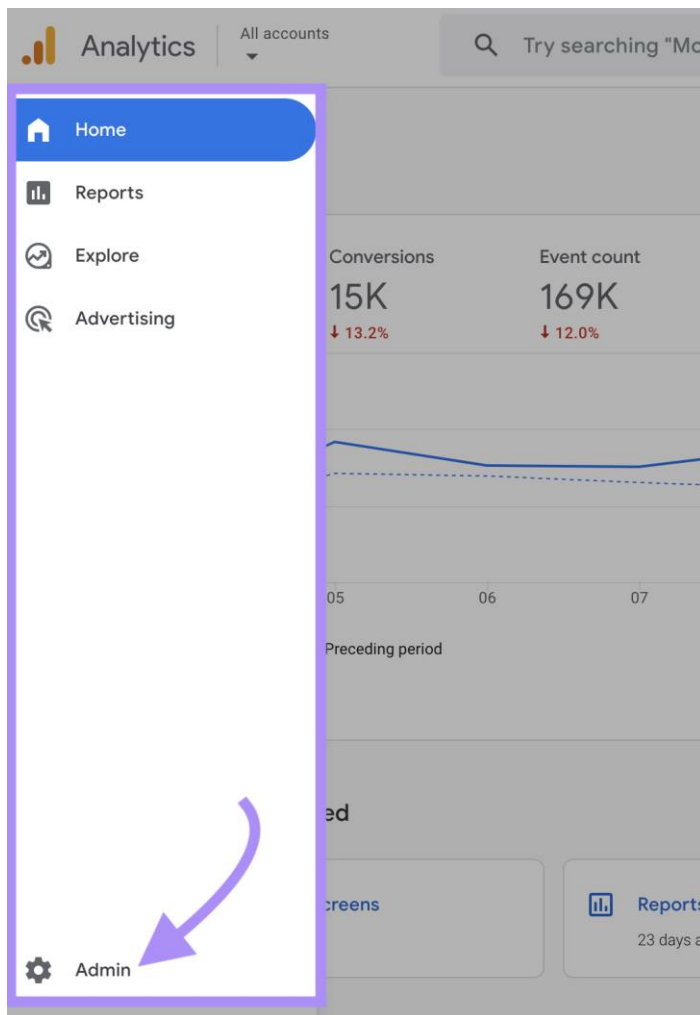
Step-by-Step Guide Set Up Google Analytics (GA4)

1. Create a GA4 Account

You will need a Google Analytics account to set up GA4. If you don't already have a GA4 account, create one by going to <https://analytics.google.com/> and logging in to your Google account.

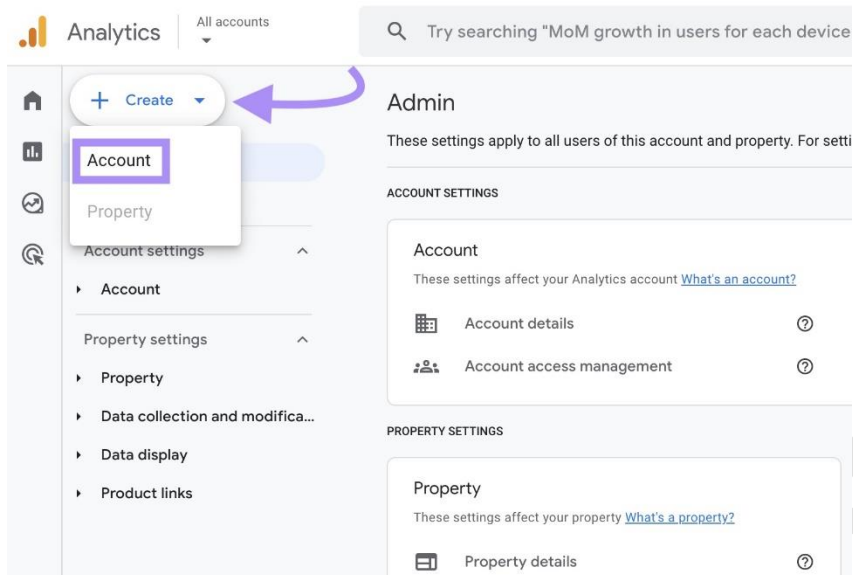
2. Go to Admin Section

Once you've logged in, click the gear icon on the left sidebar to access the **"Admin"** settings.



3. Create Account for Website

Then, on the Admin dashboard, click “+ Create” > “Account” to create your Google Analytics account.



4. Fill the Related Account Details

Give your account a name in the “Account name” field. And use the “Account Data Sharing Settings” to select the purposes for which you’re willing to share your data with Google.

A screenshot of the 'Create an account' form in Google Analytics. The form has two main sections: 'Account details' and 'Account Data Sharing Settings'. In the 'Account details' section, the 'Account name' field is highlighted with a purple box, and a purple arrow points to it. The 'Account Data Sharing Settings' section contains four checkboxes, all of which are checked: 'Google products and services', 'Modelling contributions & business insights', 'Technical support', and 'Account specialists'. At the bottom of the form, there is a 'Next' button, which is also highlighted with a purple box and a purple arrow. A large, faint 'AKS Web' watermark is visible across the center of the image.

5. Create a GA4 Property

The next step is to create a property in your GA4 account.

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.

Property details

Property name (Required)

Example Property

Reporting time zone ⓘ

United States (GMT-08:00) Los Angeles Time

Currency

US Dollar (\$)

You can edit these property details later in Admin

Show advanced options

Back Next

6. Provide Your Business Details

Fill out the “Industry category” and “Business size” fields.

Describe your business

Help us to better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)

Internet & Telecom

Business size (Required)

☒ Small - 1 to 10 employees

☐ Medium - 11 to 100 employees

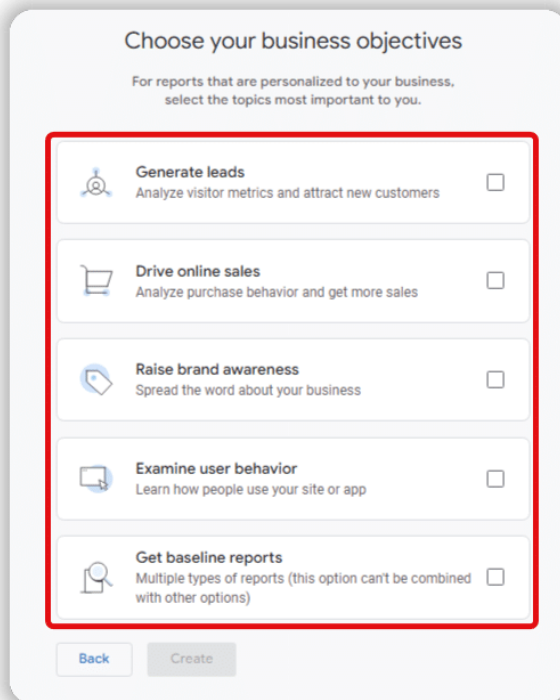
☐ Large - 101 to 500 employees

☐ Very Large - 501+ employees

Back Next

7. Provide Your Business Objectives

Select at least one of the business objectives shown on the screen. This is to help GA4 customize its default reports to meet your needs.



Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

- ☐ **Generate leads**
Analyze visitor metrics and attract new customers
- ☐ **Drive online sales**
Analyze purchase behavior and get more sales
- ☐ **Raise brand awareness**
Spread the word about your business
- ☐ **Examine user behavior**
Learn how people use your site or app
- ☐ **Get baseline reports**
Multiple types of reports (this option can't be combined with other options)

[Back](#) [Create](#)

8. Accept Terms of service Agreement

The Google Analytics terms of service agreement will appear on the screen. Adjust the country setting to view the appropriate agreement for your geographical region if you need to.

9. Create a Data Stream

The final step is to create a data stream. Which will send data from your website or app to your GA4 property. The steps for creating a data stream differ depending on whether your data source is a website, iOS app, or Android app.

The screenshot shows the final steps of the Google Analytics setup process. At the top, a progress bar indicates five steps: Account creation, Property creation, Business details, Business objectives, and Data collection (the current step, marked with a '5'). Below the progress bar, the heading 'Start collecting data' is followed by instructions: '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.' A link 'Learn more about data collection' with an external icon is provided. Below this, a 'Choose a platform' section contains three buttons: 'Web' (with a globe icon), 'Android app' (with an Android icon), and 'iOS app' (with an iOS icon). A purple arrow points to the 'Web' button. A 'Skip for now' button is located at the bottom left of the platform selection area.

Type your domain into the “Website URL” field. And use the “Stream name” field to name your data stream.

The screenshot shows the 'Set up your web stream' form. It has two main input fields: 'Website URL' and 'Stream name'. The 'Website URL' field has a dropdown menu set to 'https://' and a text input containing 'www.example.com'. The 'Stream name' field has a text input containing 'My Website'. Below these fields is a section titled 'Enhanced measurement' with a toggle switch that is turned on. The text below the toggle says: '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](#)'. At the bottom, there is a 'Measuring:' section with icons and labels for 'Page views', 'Scrolls', and 'Outbound clicks', followed by a '+ 4 more' link and a settings gear icon. A blue 'Create stream' button is at the bottom left.

10. Collect the code OR ID to connect with Website

× Web stream details

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
My Website	https://www.example.com	7447680015	G-643ELSQGCT

Events

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

Modify events

Modify incoming events and parameters. [Learn more](#)

Create custom events

Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

Redact data

Prevent specific data from being sent to Google Analytics. [Learn more](#) Email active URL query parameter keys inactive

Google tag

Configure tag settings

Configure your Google tag behaviour, including cross-domain linking and internal traffic. [Learn more](#)

Manage connected site tags

Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#) 0 connected

View tag instructions

Get instructions for how to implement your Google tag for this data stream. [Learn more](#) No data received

Goto -> View tag instructions -> Install manually -> Copy code and past on website <head>....</head> Section.

× Installation instructions

Install with a website builder or CMS

Install 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?id=G-XH1VYW3XD"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-XH1VYW3XD');
</script>
```

Test your website (optional):

https://www.example.in

ⓧ

Test

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](#)

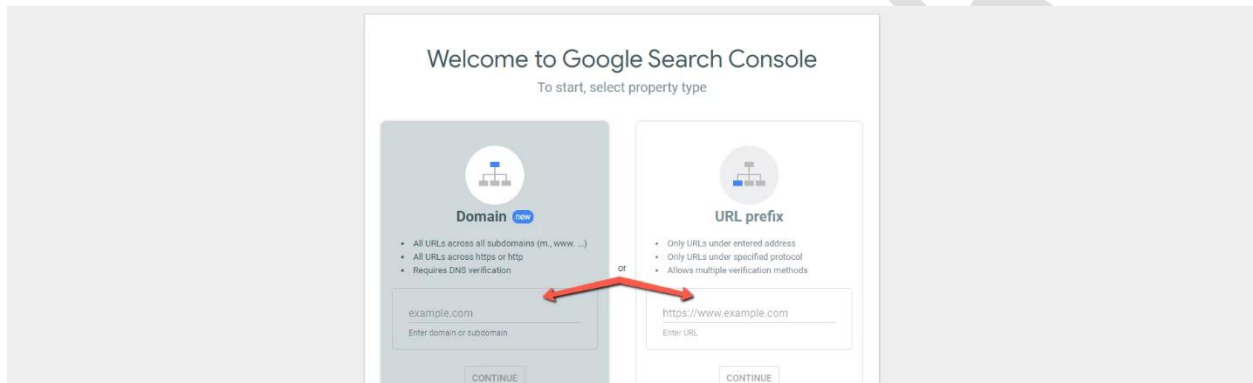
Set-up a Search Console account

Step 1: Sign in to Search Console With Your Google account

<https://search.google.com/search-console>

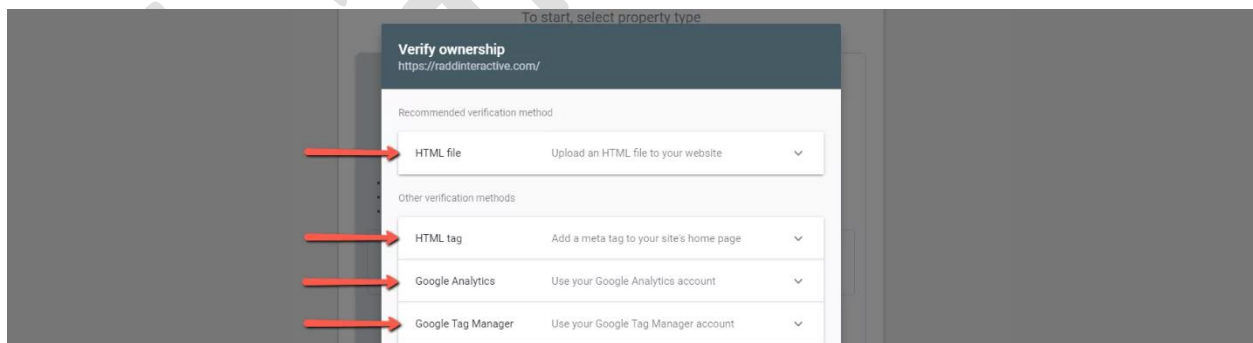
Step 2: Enter Your Website's Domain

After you sign in, you have the option to add a property type via your domain or via a URL prefix. Select Option – **URL Prefix**



Step 3: Verify Your Website

To implement Google Search Console and start gathering data, you need to verify that you own your site. The verification process varies depending on which option you chose in the previous step.



HTML File

For this method you need to upload an HTML file to the root folder (public_html) of your website. It's easy to do, but the downside is you will need to have access to your server, either via FTP or a cPanel File Manager. If you're not familiar with either don't attempt to verify via this method.

HTML Tag

To verify using the HTML tag you need to add a meta tag to your site's <head> section. To do so you'll need to have developer access to your site's CMS.

Google Analytics

If you have a Google Analytics account and installed a tracking code on your site, you can follow the steps for getting started with Google Search Console by verifying a User-prefix property through there.

Google Tag Manager

Similar to the Google Analytics verification method, if you are already using Google Tag Manager, you can verify with a single click.

Step 4: Click On The Verify