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.
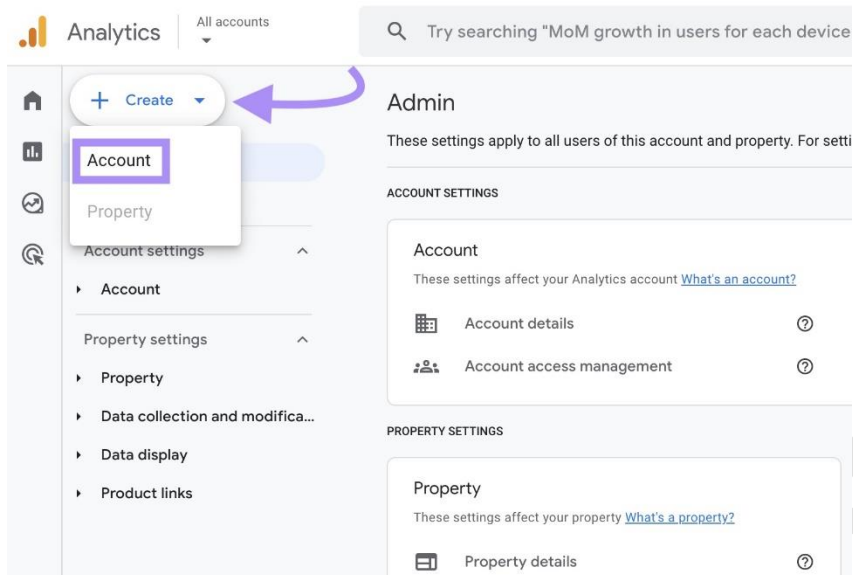
2. Go to Admin Section

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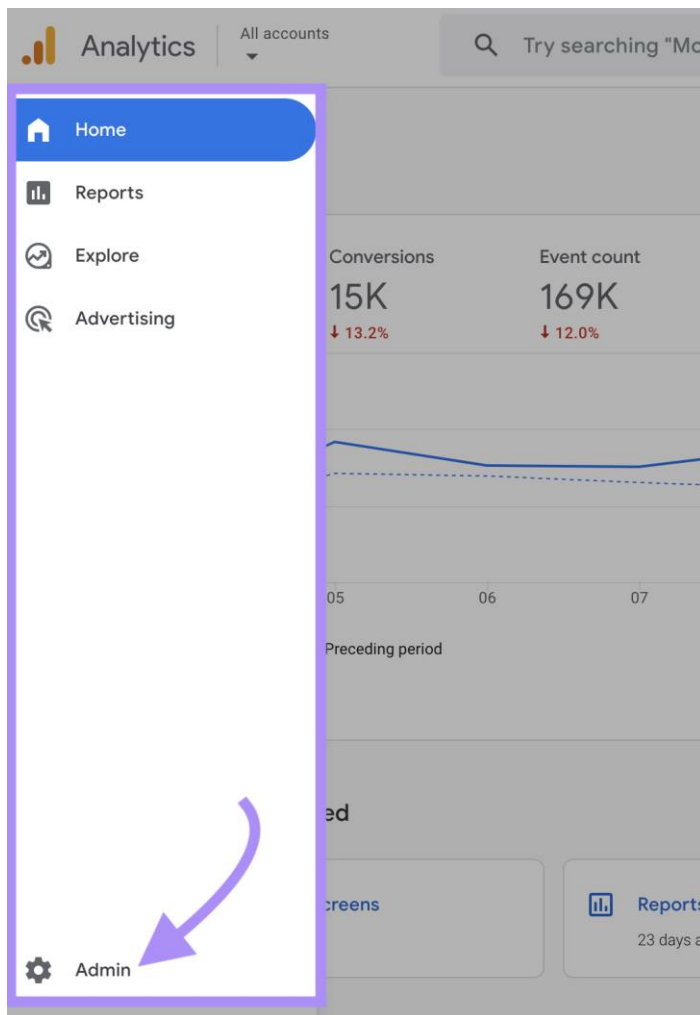
3. Create Account for Website

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.

5. Create a GA4 Property

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

6. Provide Your Business Details

Fill out the "Industry category" and "Business size" fields.
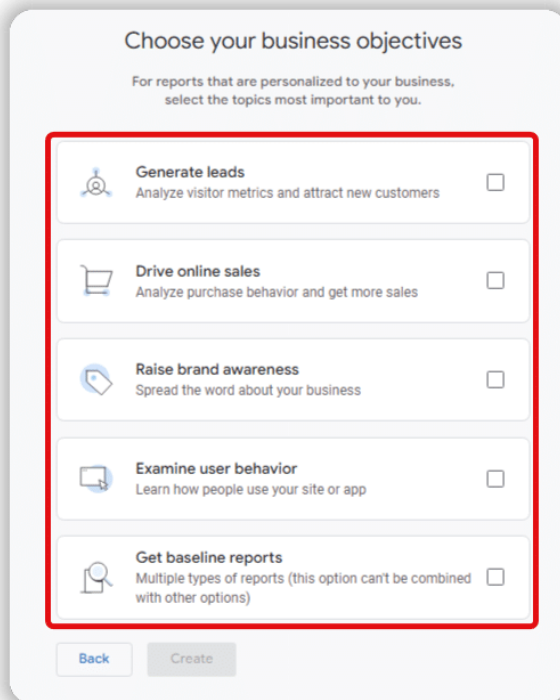
7. Provide Your Business Objectives

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.

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.

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

10. Collect the code OR ID to connect with Website

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

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**
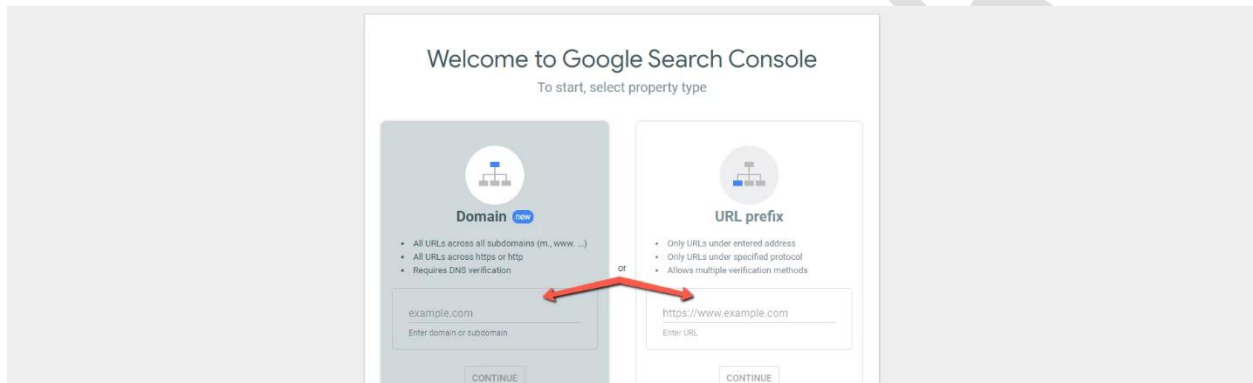
Step 3: Verify Your Website

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 ne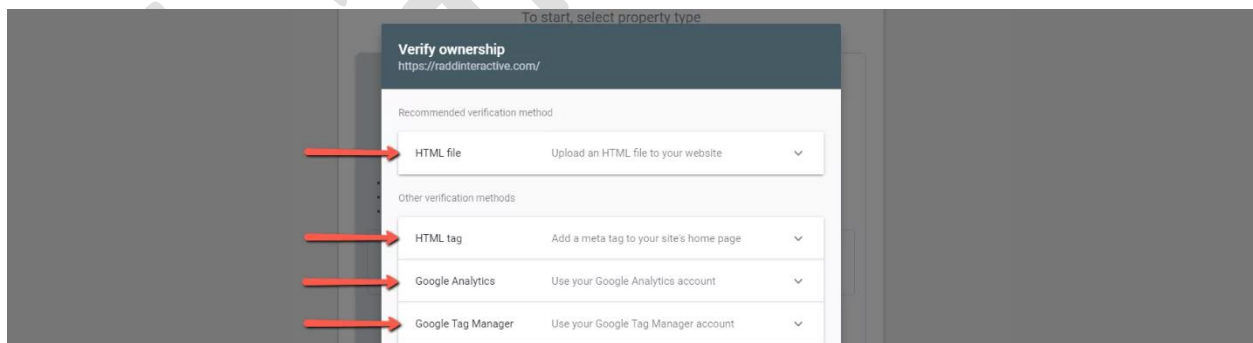ed to have access to your server, either via FTP or a cPanel File Manager. If you're not familiar with either don't attempt to verify via this method.

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