

## Beginner's Guide to Google Analytics 4

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#### Step-by-Step Setup:

##### 1. Create Account

- Visit [analytics.google.com](https://analytics.google.com)
- Click Start Measuring

##### 2. Install on Your Website

- Choose Web Enter your site URL
- Add the tracking code manually or via Google Tag Manager

##### 3. Track Key Events

- Enable: Scroll tracking, Button clicks, Checkout starts, Purchases

##### 4. Explore Reports

- Go to Engagement Pages and screens
- See where users spend time and bounce

#### Bonus Tips:

- Add UTM codes to social/email links
- Enable funnel tracking to watch drop-offs
- Create Exploration reports for deep dive