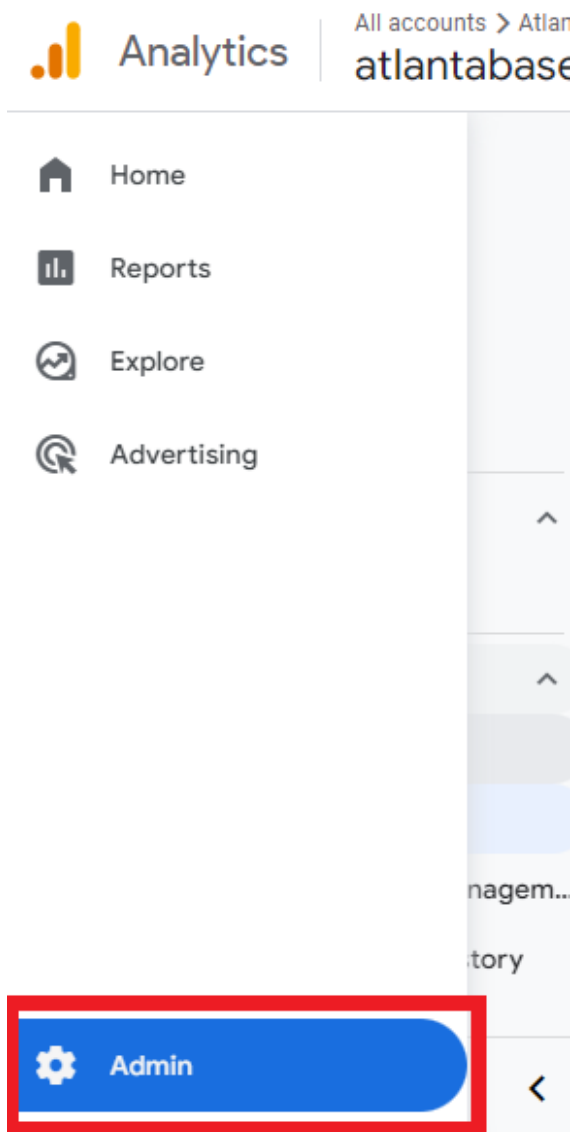


# New Site Setup on GA4/GTM Guide

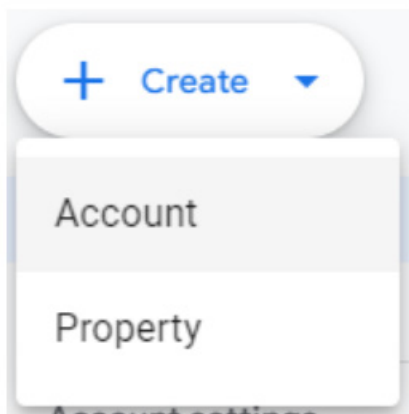


December 2024

1. Choose and log into the appropriate gmail account.
2. Navigate to **Admin** on the bottom left of the side menu of Google Analytics.



3. Click on **Create** to add a new **Account** - (If a dealer already has an existing account, you can skip this part and create a **property** as long as you're in the correct account to keep the sites together.)



4. Enter the company's name as their **Account Name** (i.e. Klaus Roofing Systems) then leave the **Account Data Sharing Settings** as is followed by clicking **Next**.

## Account details

### Account name (Required)

Accounts can contain more than one measurement ID.

Klaus Roofing Systems

5. **Property Name** will be the site url followed by a “- GA4” (example image below). There may be additional properties added under the account.

atlantabasementsystems.com - GA4  
272244068

6. In **Business Details**, **Industry Category** will be **Home & Garden** followed by **Medium** for **Business Size** unless the conditions are different then click **Next**.

## Business details

### Industry category (Required)

Home & Garden ▼

### Business size (Required)

- ☐ Small - 1 to 10 employees
- ☒ Medium - 11 to 100 employees
- ☐ Large - 101 to 500 employees
- ☐ Very Large - 501+ employees

7. For **Business Objectives**, choose **Generate Leads** then click **Next**.

8. Choose **Web** for the platform.

9. Enter the **Website URL** for both **Stream name** and **URL** then **enable** Enhanced Measurement and click on **Create Stream**. We will come back to this section later.

Set up your web stream

Website URL

https://

www.treehousemarketing.com/

Stream name

https://www.treehousemarketing.com/ - GA4



### 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



Create stream

## Google Tag Manager Guide

1. Using the same gmail that was used to create the GA4 account, you will **Create Account** on Google Tag Manager which can be found on the homepage on the top right.



Tag Manager

All accounts



Accounts

Google tags



Create Account

1 Advanced Water Treatment



Container Name ↑

Container Type

Container ID

[www.1advancedwatertreatment.com](http://www.1advancedwatertreatment.com)

Web

GTM-K85Z6V2



5 Star Fence



Container Name ↑

Container Type

Container ID

[www.5starfenceva.com](http://www.5starfenceva.com)

Web

GTM-KGJRPW7



A.C. Plumbing



Container Name ↑

Container Type

Container ID

2. Enter the company name as normal i.e. Klaus Roofing Systems and use the website url for the **Container Name** as shown in the image below. Click **Create** and accept the terms.

### Account Setup

Account Name

Country






United States

☐ Share data anonymously with Google and others ?

### Container Setup

Container name

Target platform

	<b>Web</b> For use on desktop and mobile web pages	✓
	<b>iOS</b> For use in iOS apps	
	<b>Android</b> For use in Android apps	
	<b>AMP</b> For use in Accelerated Mobile Pages	
	<b>Server</b> For server-side instrumentation and measurement	

Create

Cancel

3. Then proceed to log on **Portal** which will be used to enter in the GTM/GA4 IDs.

4. You will want to navigate to **Sites -> Domain Management** and find the domain that you will be setting up. Click on the link to which you will edit the domain itself.

Home » Sites » Domain Management » Edit a Domain

5. Scroll down to **Analytics/Conversions** section as seen as by this example below.

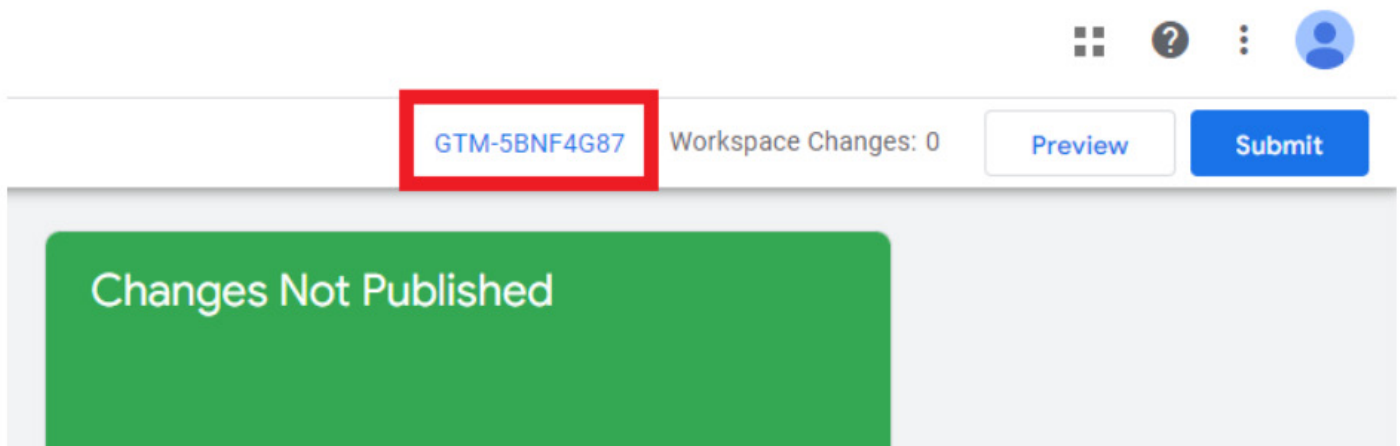
### Analytics/Conversions

Only users with the "Tag Manager" role may make changes to this section. Please speak with your project manager if you need to make any tracking code or tag modifications.

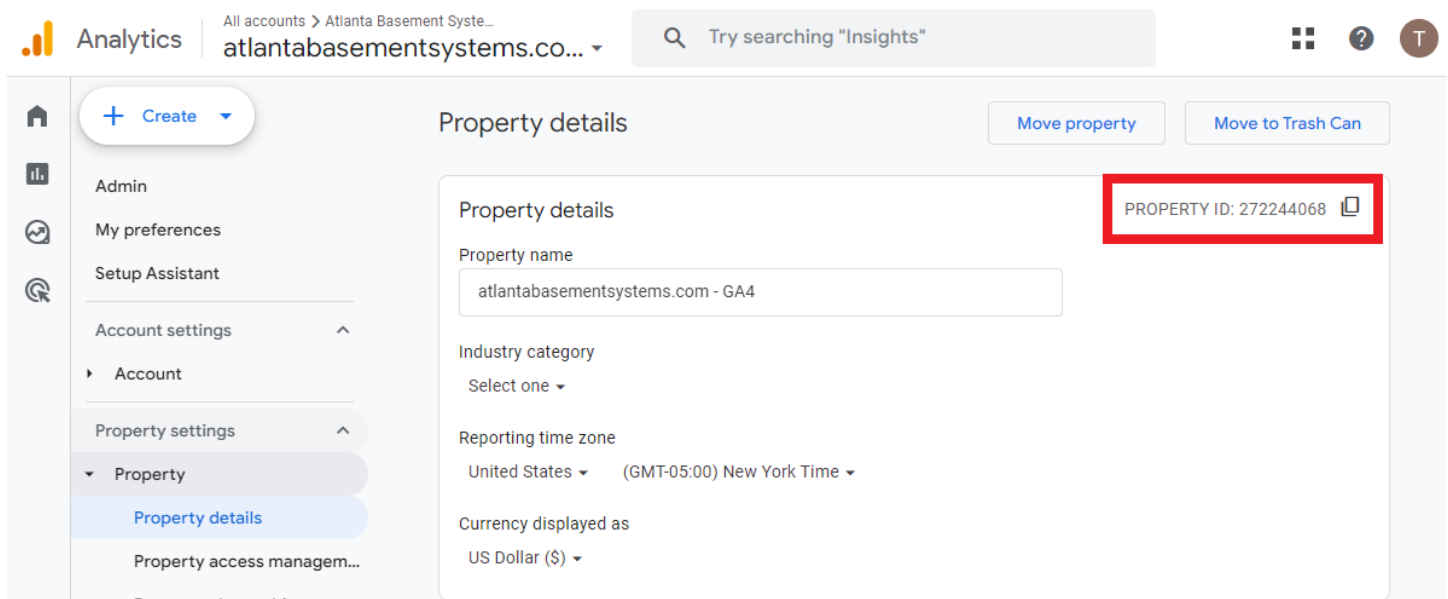
Google Account	<input type="text" value="treehousemarketing3@gmail.com"/>
Enabled Google Tag Manager?	<input checked="" type="checkbox"/> ⓘ
Google Tag Manager ID	<input type="text" value="GTM-MW6TCS5"/>
Google Analytics ID (for direct reporting)	<input type="text" value="333107380"/>
Google Analytics UA (for the javascript)	<input type="text"/>
Google Conversion Code	<input type="text"/>

6. The Google Account will be the email associated with the GA4/GTM accounts you just made.

7. The GTM ID can be found on the Dashboard on the top right as seen by this image below. **Make sure to toggle the checkbox to Enable Google Tag Manager.**



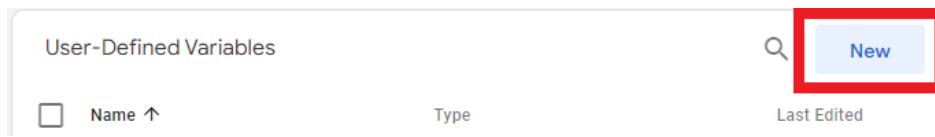
8. And finally, in Google Analytics 4, navigate to **Property Details** and copy the **Property ID** and paste into Google Analytics ID on **Portal**.



9. Click **Save Changes**.

# Setting up a Measurement ID Data Variable (GTM)

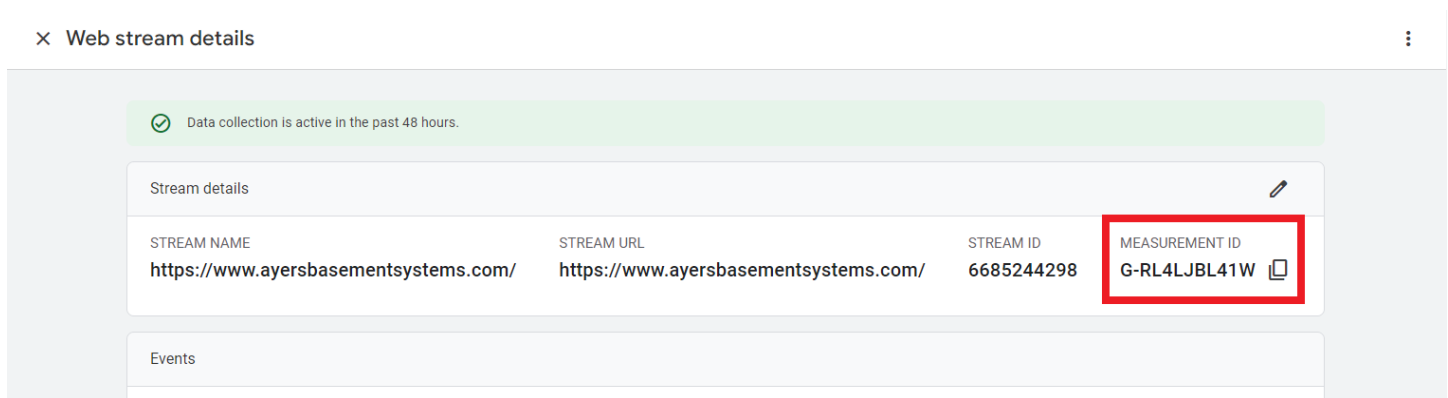
1. Navigate to **Variables** then click on **New** under **User-Defined Variables**.



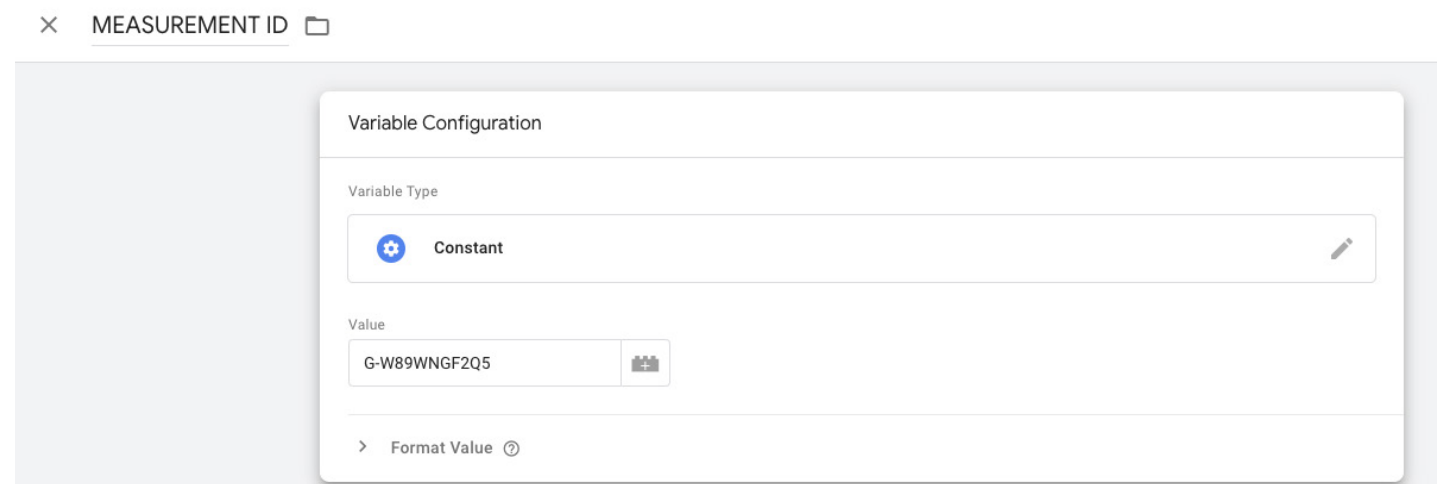
2. At the top, you can name this as **Measurement ID**.

3. Click on **Variable Configuration** and a pop up should slide out, scroll down and select **Constant**.

4. To retrieve the **Value**, you will go on Google Analytics 4 then navigate to **Admin -> Data Streams** -> Click on the Site listed then copy the **Measurement ID** and paste into the **Value** field.



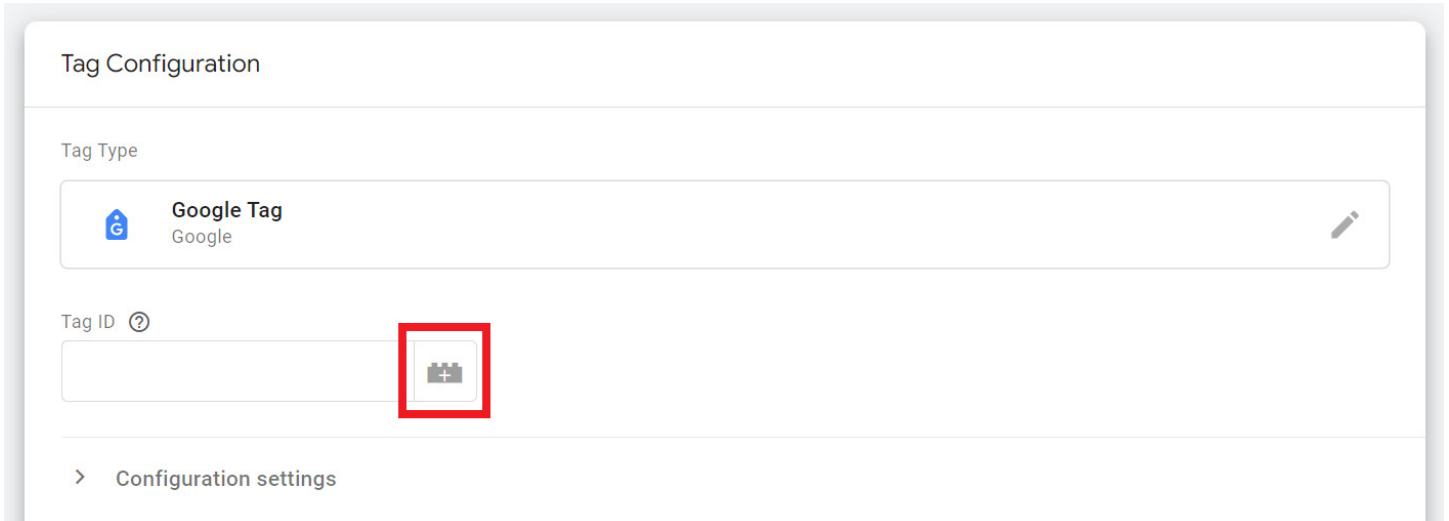
5. This is what it should look like. Then you can **Save**.



6. The purpose of this is to use the data variable as a preset whenever making a new GA4 Event to make setting up easier and efficient. In the event that the Measurement ID needs to change, it can be changed within the Variable preset where it will change for all the events as opposed to changing every event to the new ID.

# Setting up the Configuration Tag (GTM)

1. Create a **new Tag**.
2. Select **Google Tag** for the Tag Type.
3. Click on this button to add your new **Measurement ID** data variable in this field.



Tag Configuration

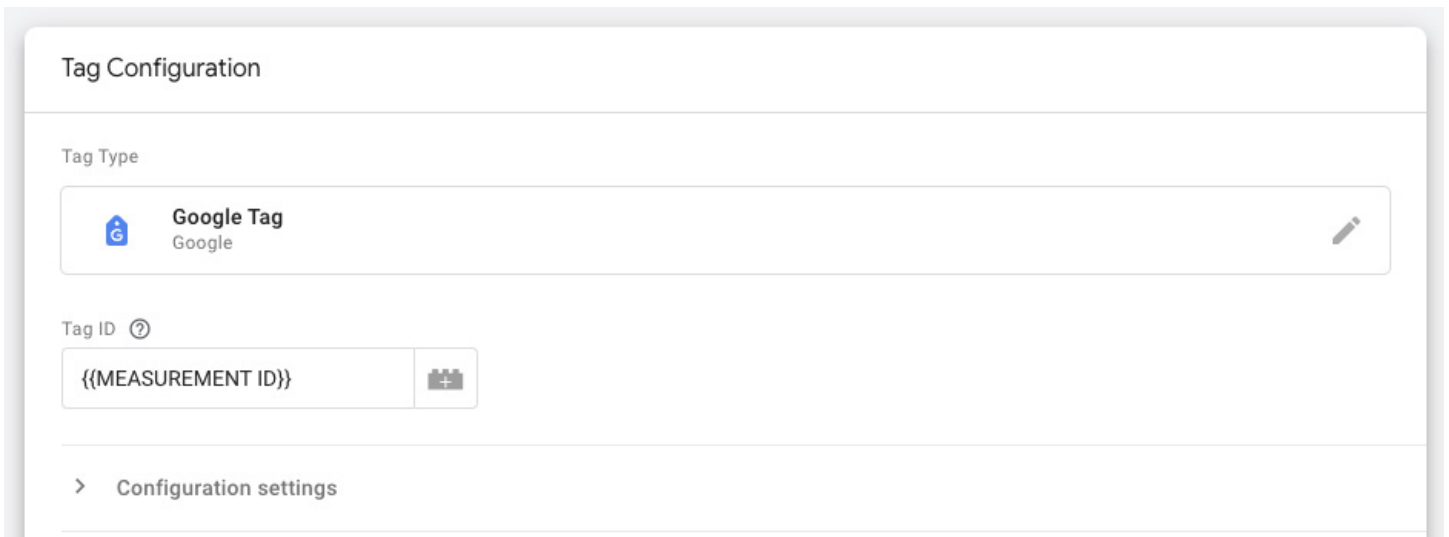
Tag Type

Google Tag  
Google

Tag ID ?

+

> Configuration settings



Tag Configuration

Tag Type

Google Tag  
Google

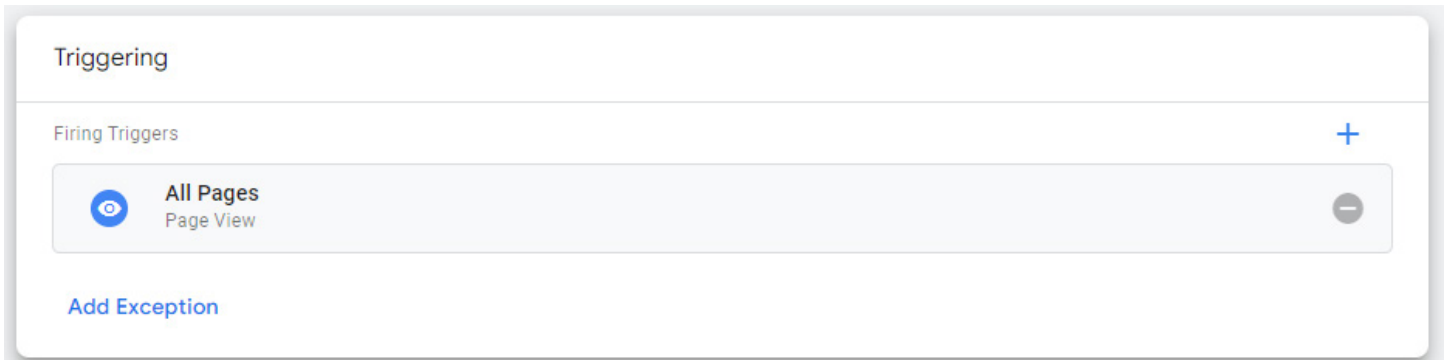
Tag ID ?

{{MEASUREMENT ID}}

+

> Configuration settings

4. You will set the trigger for **All Pages** which looks like this.



Triggering

Firing Triggers

All Pages  
Page View

Add Exception

5. Save and publish changes. Now data will start flowing into GA4 and be able to track default events.





# Setting up a Lead Conversion Event (GTM/GA4)

1. Start by creating a new **Tag**. This will be used to track leads via confirmation page.
2. Name the tag “**Free Estimate Form Leads**”.
3. The Tag Type will be “**Google Analytics: GA4 Event**”
4. Click on the **Variable** button to add the **Measurement ID variable** that we made earlier.
5. Name the Event Name simply as, “**leads**” (all lowercase is preferred)
6. For the **Trigger**, you will copy these settings:

× Free Estimate Form 📁 Sav

Trigger Configuration

Trigger Type

 Page View 

This trigger fires on

☐ All Page Views ☒ Some Page Views

Fire this trigger when an Event occurs and all of these conditions are true

Page URL

contains

confirmation

-

+

**OPTIONAL:** If there is a **Google Goal** dollar amount provided, you may add these parameters and values unless stated otherwise below.

## Event Parameters

Event Settings Variable

None

Event Parameter

Value

currency



USD



value



125




Add parameter

7. This is how the Conversion Event should look once you're set up.

× Free Estimate Form Leads 📁 Save

Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**  
Google Analytics

Measurement ID

{{MEASUREMENT ID}}

✓ Google tag found in this container

Event Name ?


leads

Event Parameters

Event Parameter		Value
currency	✓	USD
value	✓	125

Triggering

Firing Triggers

 **Free Estimate Form**  
Page View

8. You can save changes and press **Submit** to push everything live. (Not done yet)

workspace ⌵ ? : 🔍

GTM-MNQS7B73 Workspace Changes: 0 Preview Submit

9. Navigate back to GA4. Next you will click on **Admin -> Key Events**.

10. Click on **New Key Event**.

11. You will enter in **leads** as the **New event name**.

× Create key event Save

New event name \*  
leads

5 / 40

12. Make sure the toggle for **Mark as Key Event** is **enabled**. *(It should auto enable)*

13. And thats it!