

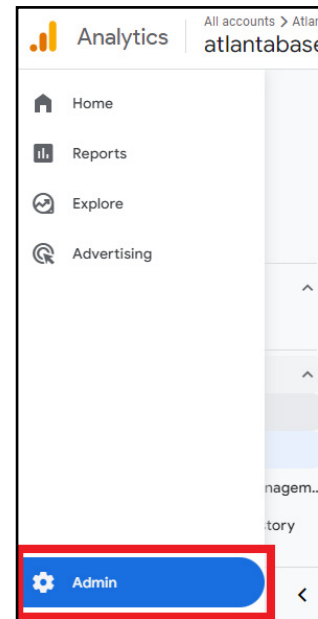
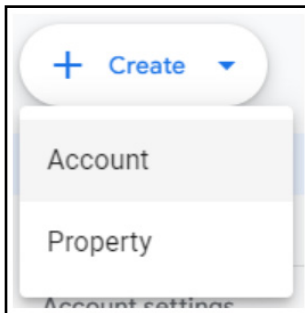
New Site Setup on GA4/GTM Guide



April 2025

Google Analytics 4 Setup Guide

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. Treehouse Marketing) then leave the **Account Data Sharing Settings** as is followed by clicking **Next**.

A screenshot of the 'Account details' form in Google Analytics. It shows a text input field for 'Account name (Required)' with the value 'Treehouse Marketing'. Below the field is a note: 'Accounts can contain more than one measurement ID.'

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

A screenshot of the 'Property details' form in Google Analytics. It shows a text input field for 'Property name (Required)' with the value 'treehousemarketing.com - GA4'.

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

A screenshot of the 'Business details' form in Google Analytics. It shows two sections: 'Industry category (Required)' with a dropdown menu set to 'Home & Garden', and 'Business size (Required)' with radio button options. The 'Medium - 11 to 100 employees' option is selected.

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**, same format as the image below. 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



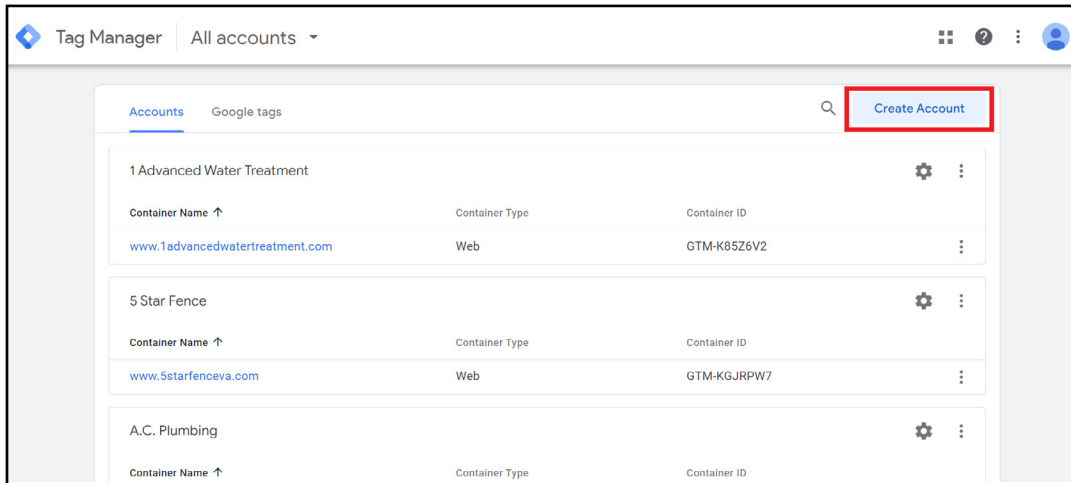
Create stream

10. Lastly, navigate to **Admin -> Data Streams**, click on the data stream of the site you just registered then open a new tab. (We will come back to this shortly)

Data streams				
All	iOS	Android	Web	<div>Add stream</div>
	https://www.treehousemarketing.com/ - GA4 https://www.treehousemarketing.com/		10516497795	No data received in past 48 hours. >

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.



2. Enter the company name as normal (i.e. Treehouse Marketing) and use the website url for the **Container Name** as shown in the image to the right. Click **Create** and accept the terms.

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.

[Home](#) » [Sites](#) » [Domain Management](#) » [Edit a Domain](#)

Account Setup

Account Name

Country

United States

☐ Share data anonymously with Google and others

Container Setup

Container name

Target platform

- ☒ **Web**
For use on desktop and mobile web pages
- ☐ **iOS**
For use in iOS apps
- ☐ **Android**
For use in Android apps
- ☐ **AMP**
For use in Accelerated Mobile Pages
- ☐ **Server**
For server-side instrumentation and measurement

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

GTM: treehouseinternetgroup@gmail.com, GA: basementsystem:

Enabled Google Tag Manager?

☒ ⓘ

Google Tag Manager ID

GTM-NCC5SGQ

Google Analytics ID (for direct reporting)

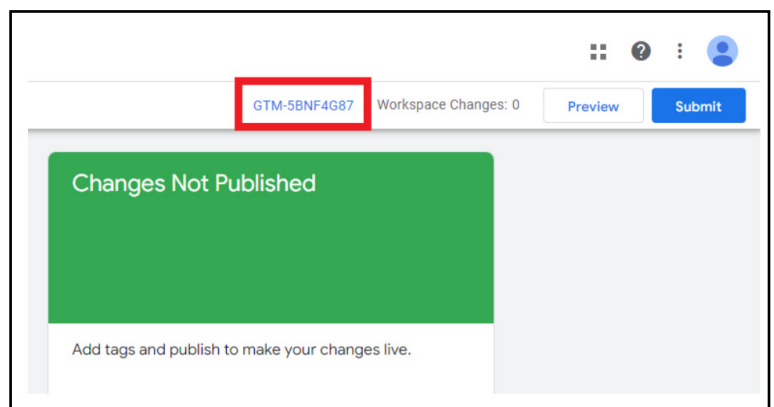
357599112

Google Analytics Type

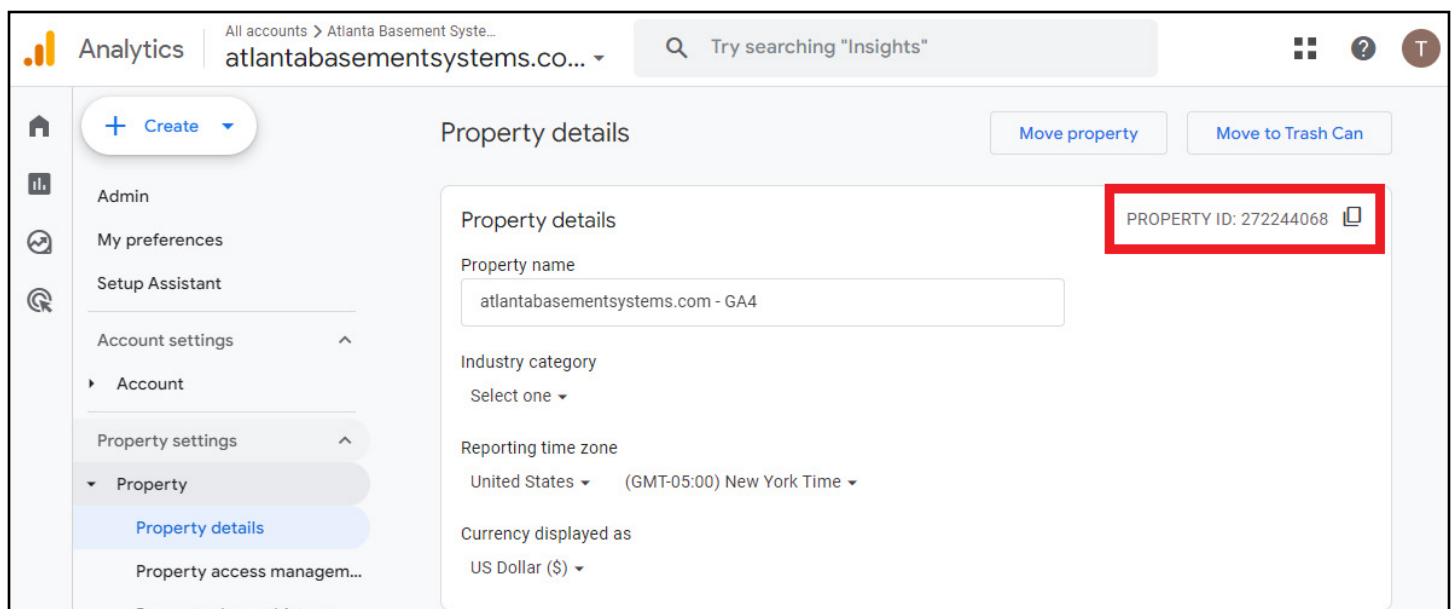
☐ UA ☒ GA4

6. The Google Account will be the **email(s)** 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)

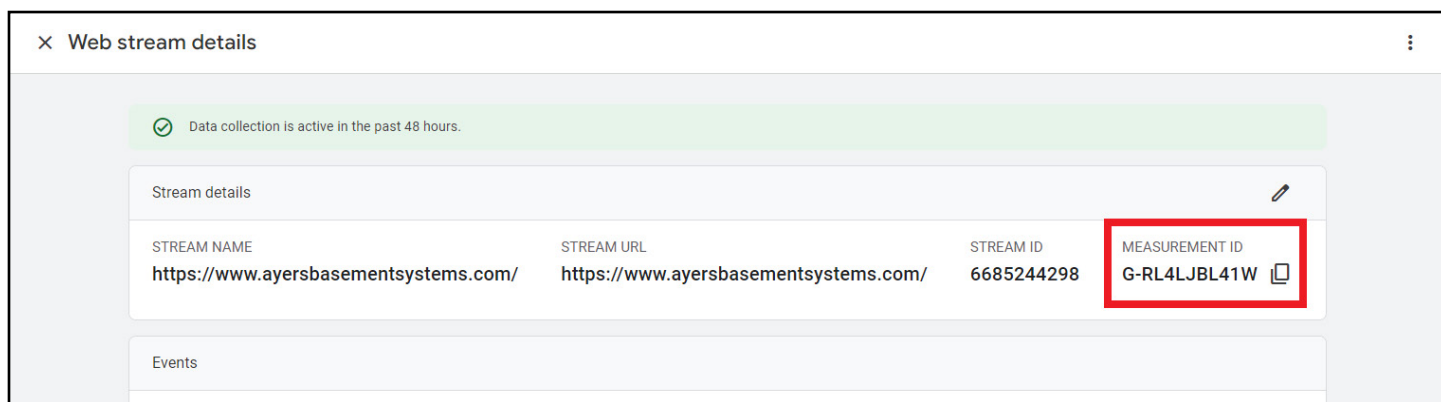
1. Navigate to **Variables** then click on **New** under **User-Defined Variables**.



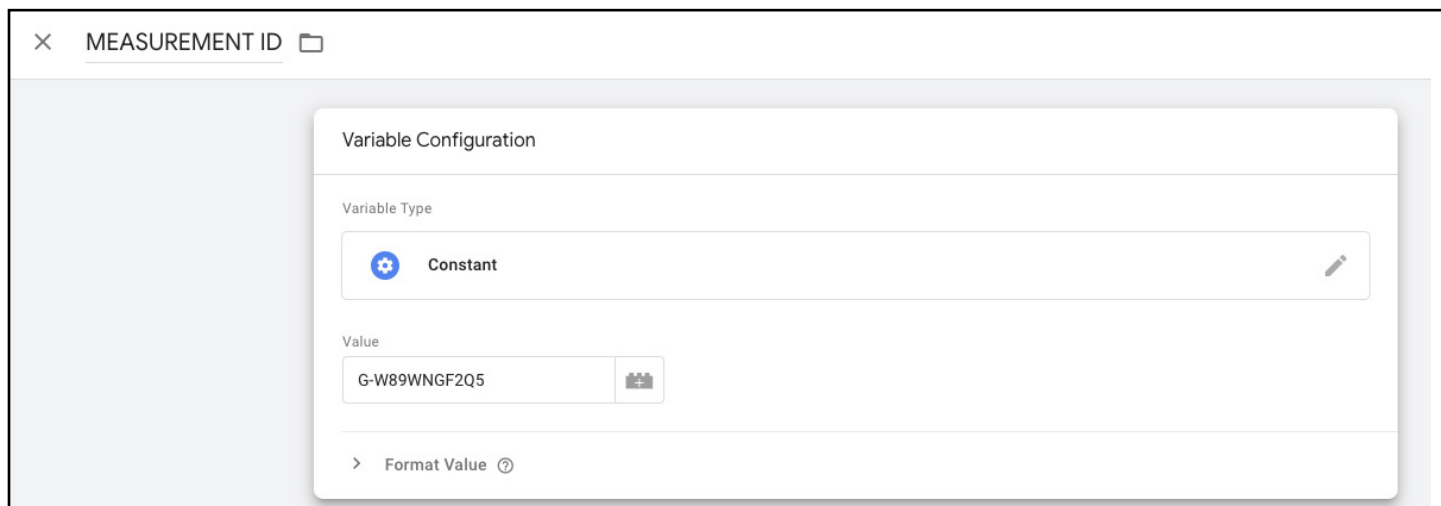
2. For the name, you can name this as **Measurement ID**.

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 GA4 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**.

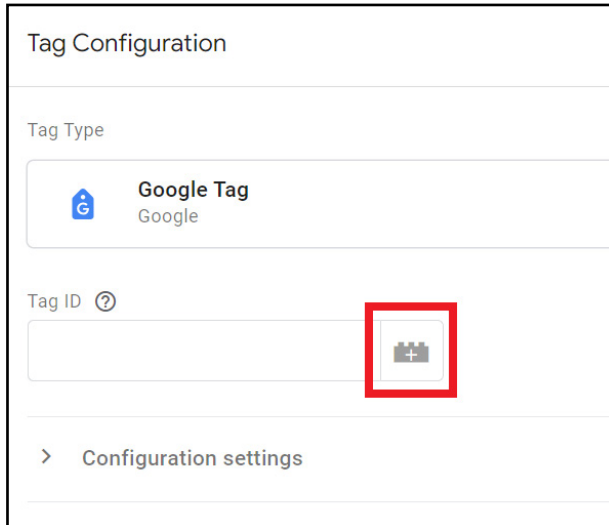


The purpose of this is to use the data variable as a **preset whenever making a new GA4 Event to make setting up easier and efficient. In the event that the Measurement ID needs to change, it can be changed within the Variable preset where it will change for all the events as opposed to changing every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

Before



Tag Configuration

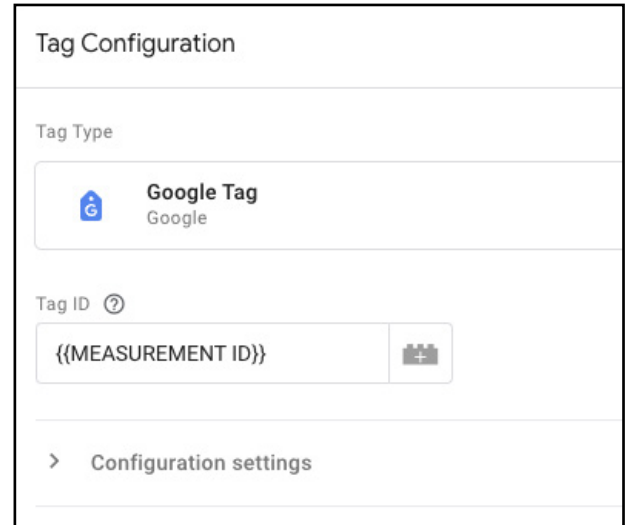
Tag Type

Google Tag
Google

Tag ID ?

Configuration settings

After



Tag Configuration

Tag Type

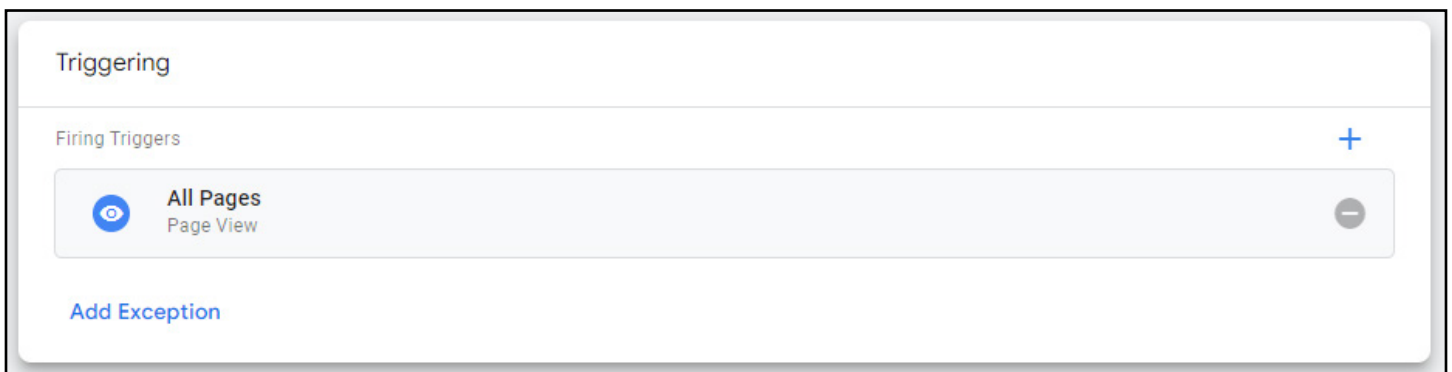
Google Tag
Google

Tag ID ?

{{MEASUREMENT ID}}

Configuration settings

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



Triggering

Firing Triggers

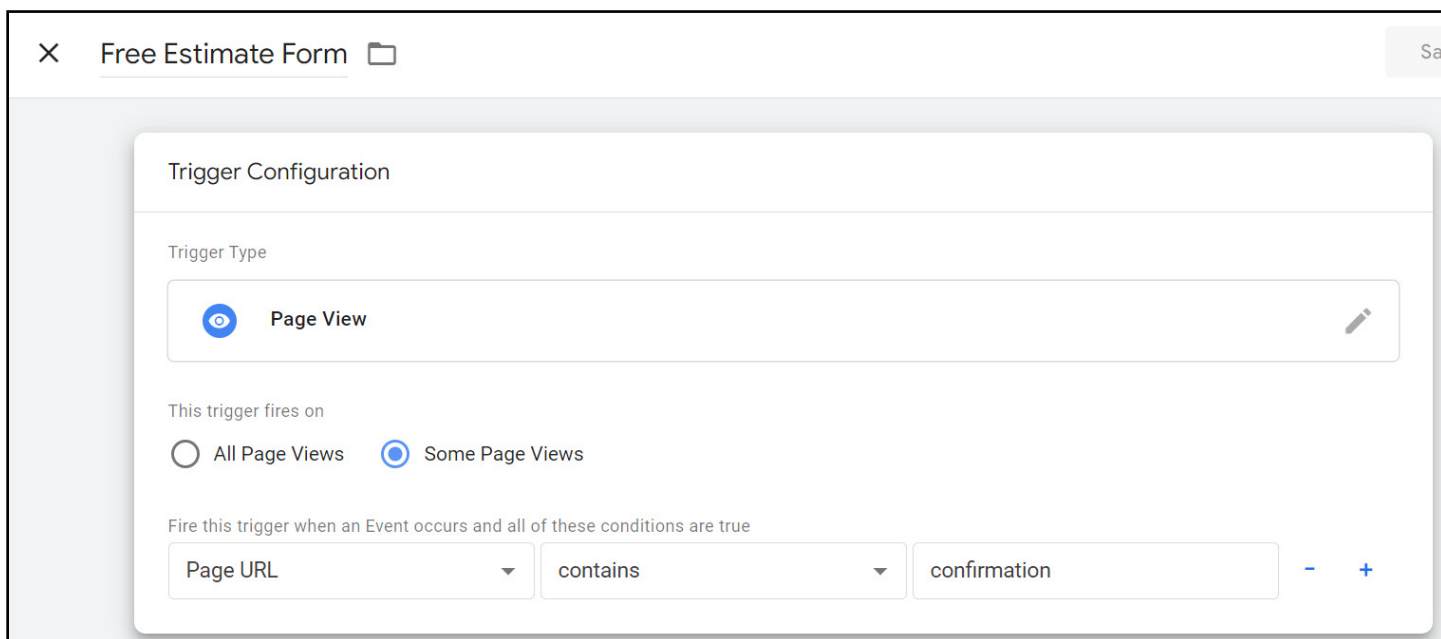
All Pages
Page View

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 something like “**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:



The screenshot shows the 'Trigger Configuration' window for a tag named 'Free Estimate Form'. The 'Trigger Type' is set to 'Page View'. Under 'This trigger fires on', the 'Some Page Views' option is selected. The trigger is configured to fire when the 'Page URL' contains the text 'confirmation'.

Trigger Configuration

Trigger Type

Page View

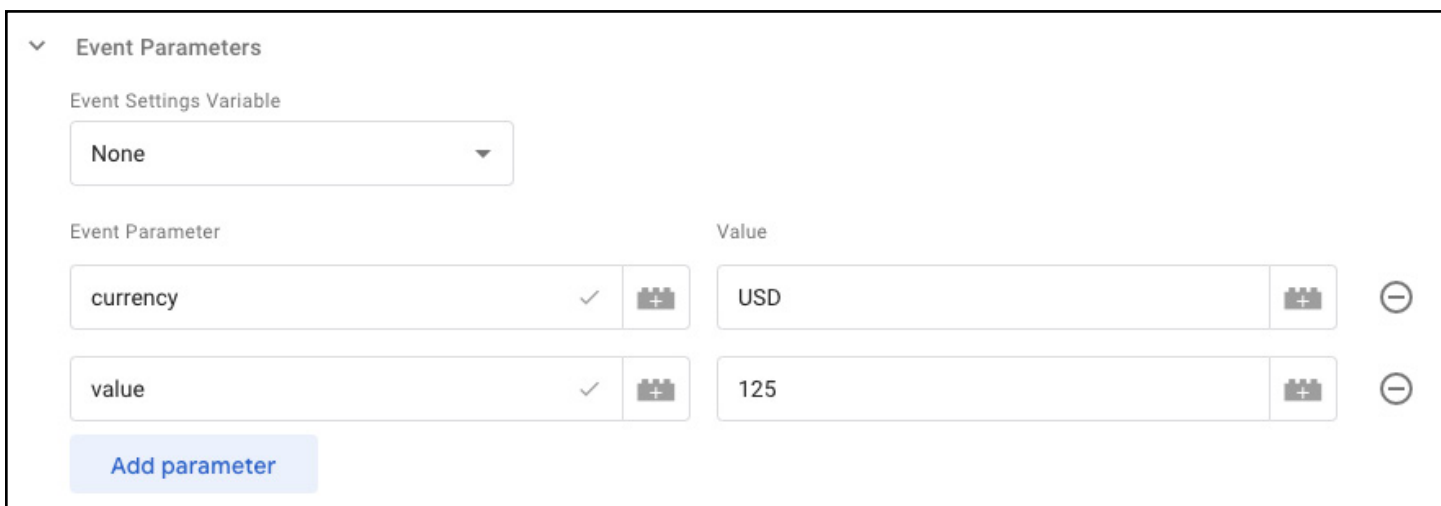
This trigger fires on

☐ 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. ****Value is subject to change according to the dealer.***



The screenshot shows the 'Event Parameters' section. The 'Event Settings Variable' is set to 'None'. Two parameters are listed: 'currency' with a value of 'USD' and 'value' with a value of '125'. Each parameter has a checkmark and a plus icon. There is an 'Add parameter' button at the bottom.

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.

The screenshot shows the 'Free Estimate Form Leads' configuration page in Google Tag Manager. The page has a 'Save' button in the top right corner. The main configuration area is divided into three sections: 'Tag Configuration', 'Event Parameters', and 'Triggering'.
1. 'Tag Configuration':
- Tag Type: Google Analytics: GA4 Event (Google Analytics)
- Measurement ID: {{MEASUREMENT ID}}
- A green checkmark indicates 'Google tag found in this container'.
- Event Name: leads
2. 'Event Parameters':
- A table with two columns: 'Event Parameter' and 'Value'.
- Row 1: currency, USD
- Row 2: value, 125
3. 'Triggering':
- Firing Triggers: Free Estimate Form (Page View)

8. You can save changes and press **Submit** to push everything live.

The screenshot shows the bottom toolbar of the Google Tag Manager workspace. It includes a 'Preview' button and a 'Submit' button, which is highlighted with a red rectangle. The workspace name 'GTM-MNQS7B73' and 'Workspace Changes: 0' are also visible.

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**.

The screenshot shows the 'Create key event' form in Google Analytics. The form has a 'Save' button in the top right corner. The main input field is labeled 'New event name *' and contains the text 'leads'. Below the input field, it shows '5 / 40' characters.

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

13. And thats it!

GTM Setup Speedrun

1. Download **GTM_default_tags_setup.json** from Github if you don't have the file yet.
2. In **GTM**, navigate to **Admin -> Import Container**.
3. Under '**Select file to import**', you'll select the json file.
4. Under '**Choose an import option**', you can select either **Overwrite** or **Merge**. If this is a new container, the option won't matter. If there are existing tags however, you'll likely want to **Merge**.

Import Container

Overwrite or merge with the latest container version by importing a json file in the correct format.

Select file to import

GTM_default_tags_setup (2).json

Choose workspace

Default Workspace

Choose an import option ?

☒ **Overwrite**
Overwrite selected workspace with content of imported container GTM-NT37P7D4

☐ **Merge**
Merge selected workspace with content of imported container GTM-NT37P7D4

Preview and confirm your import

Changes 0 Modified 4 Added 0 Deleted

Name ↑	Type	Status
Confirmation Page Event	Trigger	Added
Google Tag	Tag	Added
Leads Tag	Tag	Added
Measurement ID	Variable	Added

Cancel **Add to workspace**

5. Once imported, you need to go to **Variables -> Measurement ID**, and replace the filler value with the correct **Measurement ID** which you can learn how to find it above in this guide.

Measurement ID

Added in this workspace Abandon changes

Variable Configuration

Variable Type

☒ **Constant**

Value
G-XXXXXXXXXX

6. After you correctly input the Measurement ID, then that's it. Make sure to click '**Submit**' to push the container live then go back to the earlier sections of the guide for necessary GA4/Portal setup.