

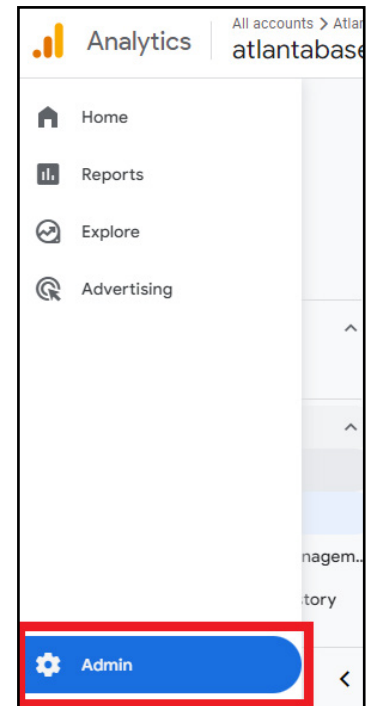
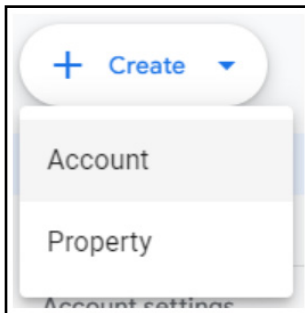
# New Site Setup on GA4/GTM Guide



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 'Home & Garden' selected, and 'Business size (Required)' with 'Medium - 11 to 100 employees' selected. Other options include 'Small - 1 to 10 employees', 'Large - 101 to 500 employees', and '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**, same format as the image below.

The screenshot shows the 'Set up your web stream' interface. At the top, it says 'Set up your web stream'. Below this, there are two input fields: 'Website URL' and 'Stream name'. The 'Website URL' field contains 'https:// www.treehousemarketing.com/' and the 'Stream name' field contains 'https://www.treehousemarketing.com/ - GA4'. Below these fields is a section for '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](#)'. Below this text is a row of measurement options: 'Measuring: Page views', 'Scrolls', 'Outbound clicks', and '+ 4 more'. A gear icon is on the right. At the bottom left is a blue button labeled 'Create stream'.

10. Next you will click on **Admin -> Key Events**.

11. Click on **New Key Event**.

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

The screenshot shows a 'Create key event' dialog box. It has a close button (X) in the top left and a 'Save' button in the top right. In the center, there is a text input field labeled 'New event name \*' with the word 'leads' entered. Below the input field, it says '5 / 40'.

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

14. And thats it for leads!

15. 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)

The screenshot shows the 'Data streams' page. At the top, it says 'Data streams'. Below this, there are tabs for 'All', 'iOS', 'Android', and 'Web'. The 'All' tab is selected. On the right, there is a blue button labeled 'Add stream'. Below the tabs, there is a table with one row. The first column contains a globe icon and the URL 'https://www.treehousemarketing.com/ - GA4'. The second column contains the ID '10516497795'. The third column contains the text 'No data received in past 48 hours.' and a right arrow icon.

# 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
<a href="#">Confirmation Page Event</a>	Trigger	Added
<a href="#">Google Tag</a>	Tag	Added
<a href="#">Leads Tag</a>	Tag	Added
<a href="#">Measurement ID</a>	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.

# Portal Setup

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

2. 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](#)

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

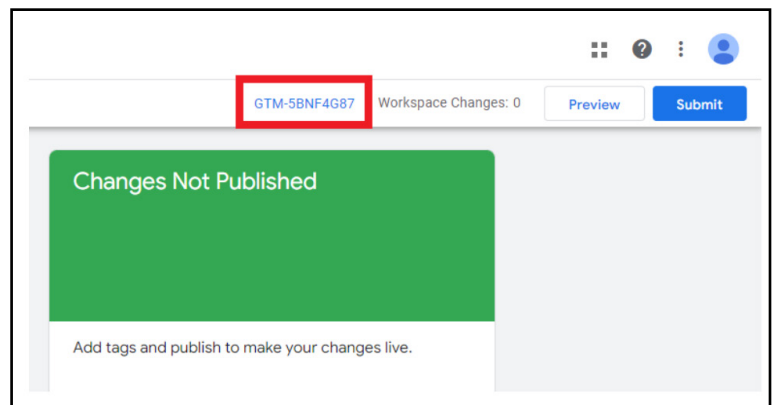
### Analytics/Conversions

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.

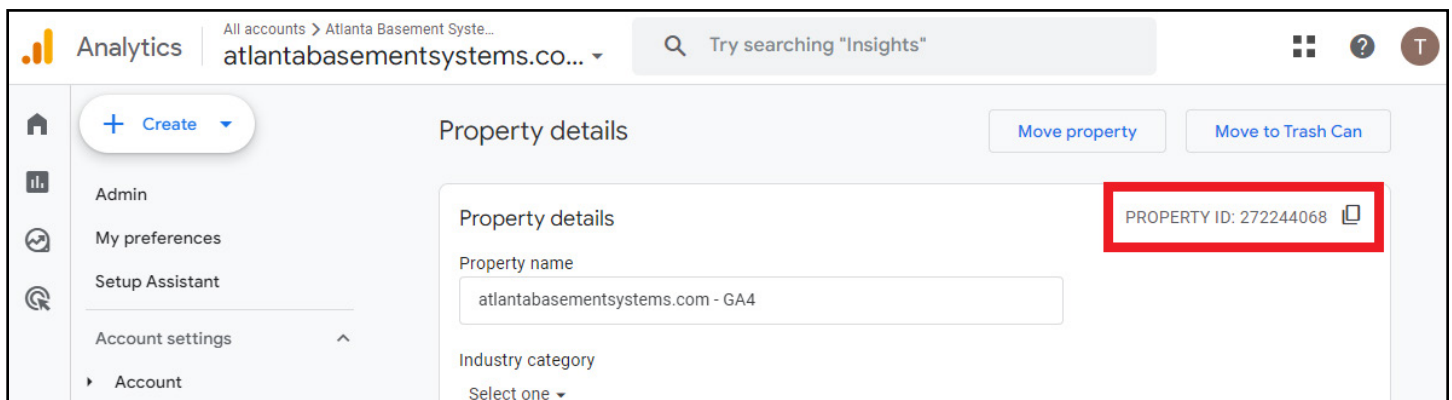
Google Account	GTM: treehouseinternetgroup@gmail.com, GA: basementsystem:
Enabled Google Tag Manager?	<input checked="" type="checkbox"/> ⓘ
Google Tag Manager ID	GTM-NCC5SGQ
Google Analytics ID (for direct reporting)	357599112
Google Analytics Type	<input type="radio"/> UA <input checked="" type="radio"/> GA4

4. The Google Account will be the **email(s)** associated with the GA4/GTM accounts you just made.

5. 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.**

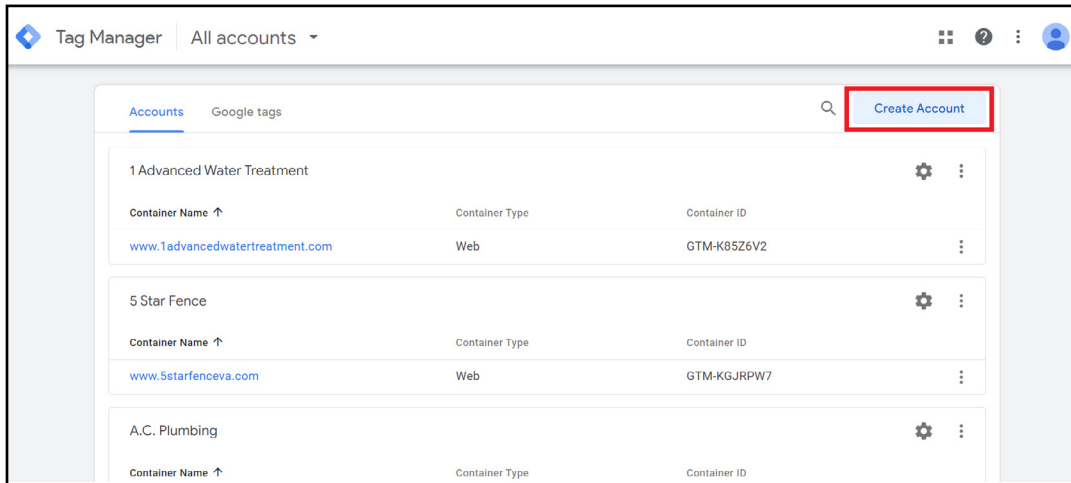


6. And finally, in Google Analytics 4, navigate to **Property Details**, copy the **Property ID** and paste into **Google Analytics ID** on Portal. Make sure to **save changes** and that's it!



# Google Tag Manager Non-Speedrun 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.

Account Setup

Account Name

Treehouse Marketing

Country

United States

☐ Share data anonymously with Google and others

Container Setup

Container name

www.treehousemarketing.com

Target platform

☒ Web  
For use on desktop and mobile web pages

☐ iOS  
For use in iOS apps

☐ Android  
For use in Android apps

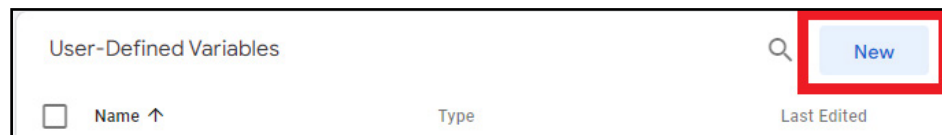
☐ AMP  
For use in Accelerated Mobile Pages

☐ Server  
For server-side instrumentation and measurement

3. And you just made your container! Follow through the rest of the guide to learn how to make the other GTM Events/Tags should you need to backtrack after importing the json file.

# Setting up a Measurement ID Data Variable (GTM)

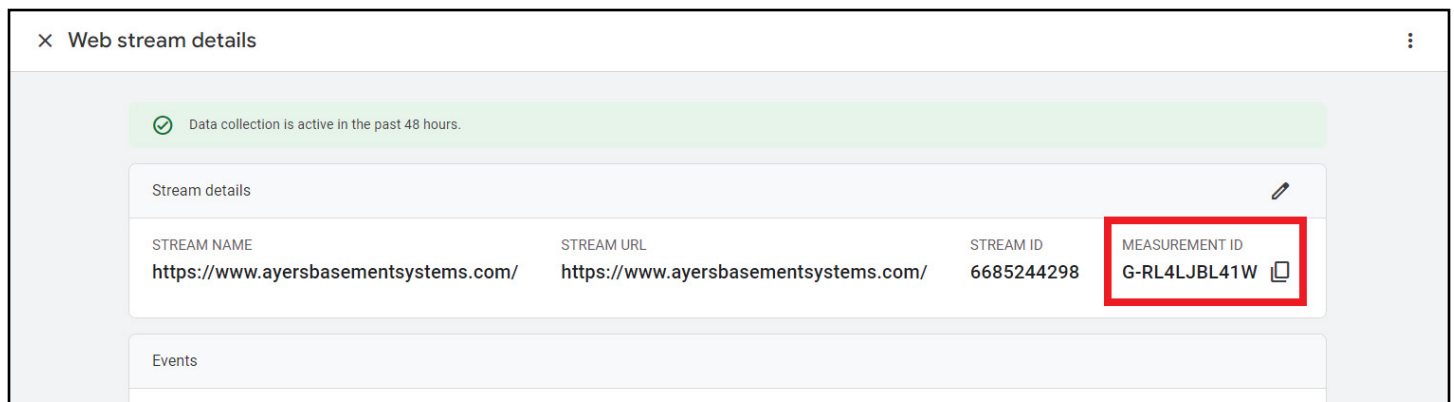
1. Navigate to **Variables** then click on **New** under **User-Defined Variables**.



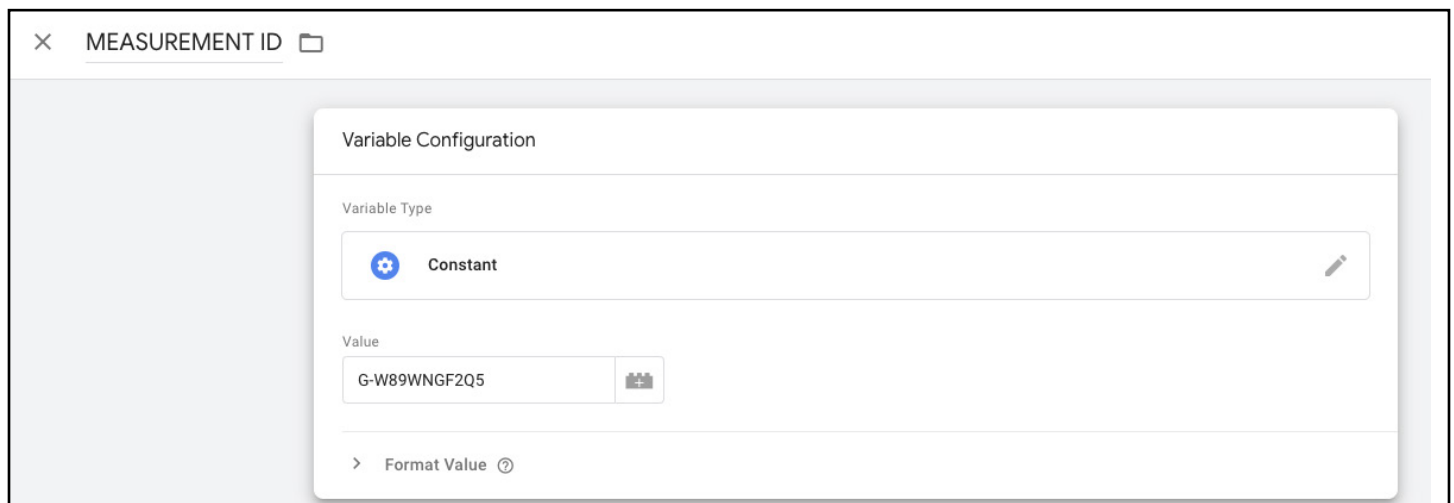
2. For the name, you can name this as **Measurement ID**.

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**.

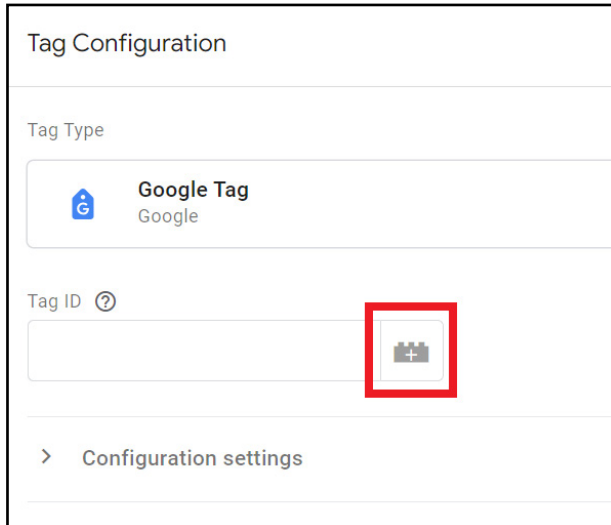


*\*The purpose of this is to use the data variable as a **preset** whenever making a new GA4 Event to make setting up easier and efficient. In the event that the Measurement ID needs to change, it can be changed within the Variable preset where it will change for all the events as opposed to changing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

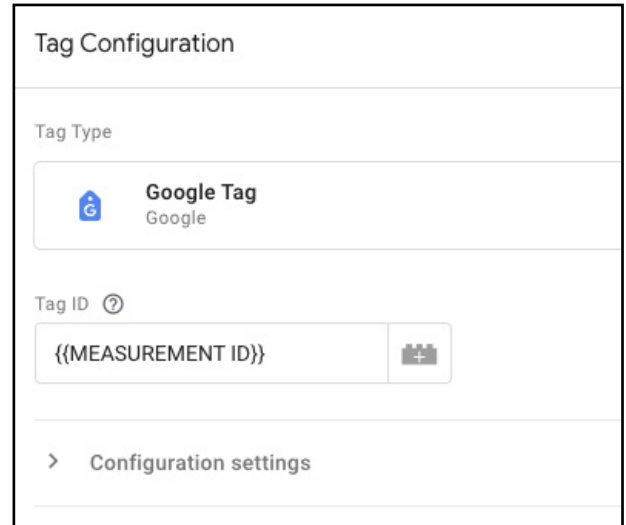
Tag Type

Google Tag  
Google

Tag ID ?

Configuration settings

## After



Tag Configuration

Tag Type

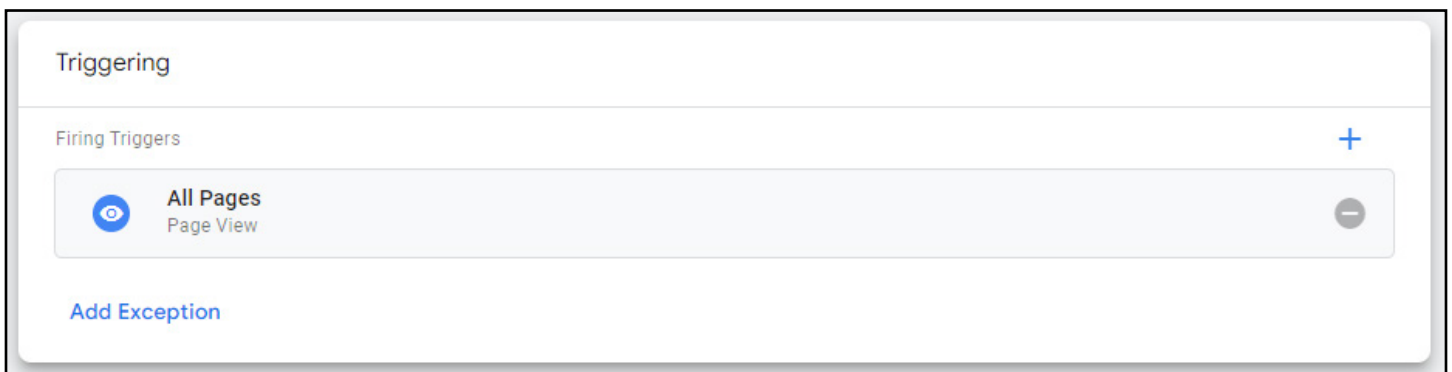
Google Tag  
Google

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

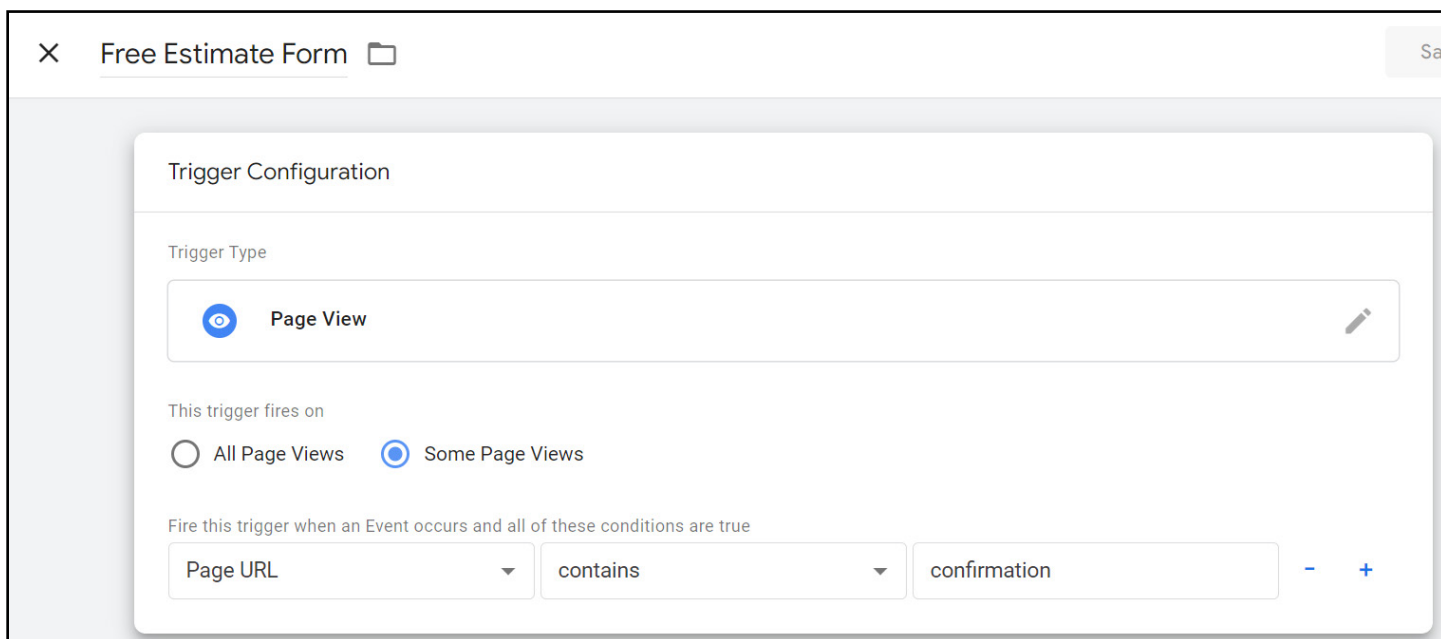
Add Exception

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



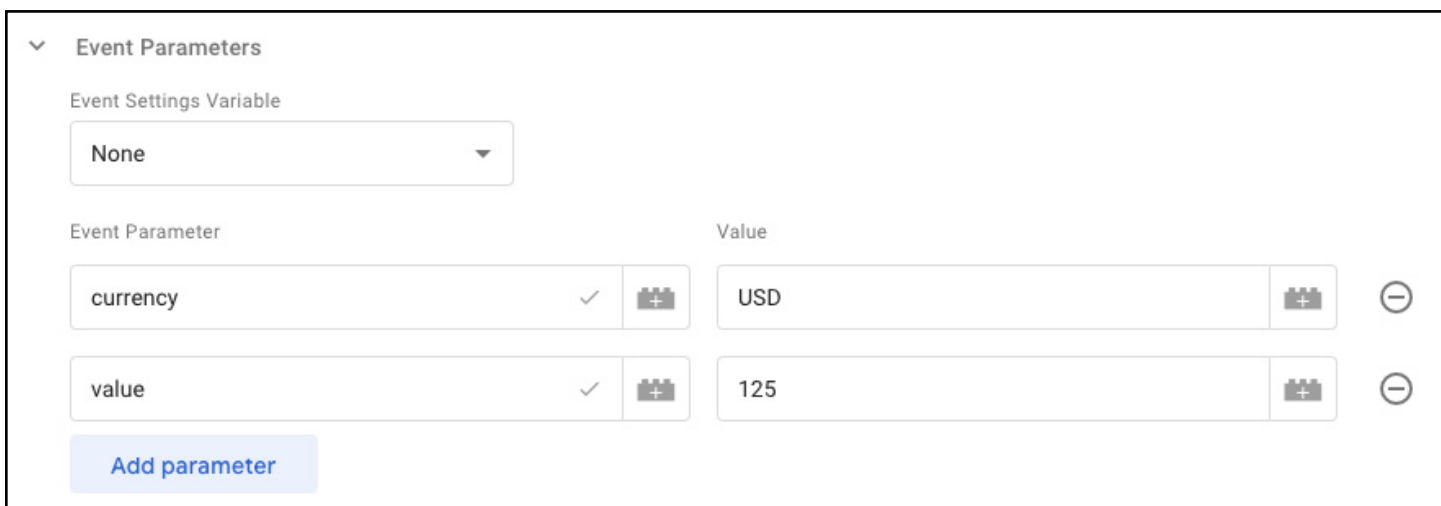
# Setting up a Lead Conversion Event (GTM/GA4)

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 an event occurs and all conditions are true. The condition is: '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'. Below, two parameters are listed:

Event Parameter	Value
currency	USD
value	125


At the bottom, there is a button labeled '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.

workspace ⌵ ? ⋮ T

GTM-MNQS7B73    Workspace Changes: 0    Preview **Submit**