Draft Version 2 – 08/20/2021

Installing Google Analytics (GA4) and Tag Manager on WordPress.

If you don't have a Google Analytics account, you would want to go here.

http://analytics.google.com/

You will likely find a simple registration process, and you'll get

a snippet of code that would place on website pages.

For these tools to become what is a conversion calculator you should set up the following.

1) Goals and events
2) Set up your Ecommerce module

Note: Accounts likely contain different properties depending on how many websites or applications you want to track for example.

Create Your Properties: a property is a website, mobile application, or device. In the older version of Google Analytics (Universal), properties could only collect data from websites.

The new Google Analytics 4 can collect data from websites and mobile applications.

Create Your Data Stream (GA4 only): a data stream is a data source and each property can contain different data sources.

For instance, you can connect a website and an app (two data streams) within the same property.

Install Google Analytics: once the steps above are completed, you'll need to add a bit of code to your website to complete the installation.
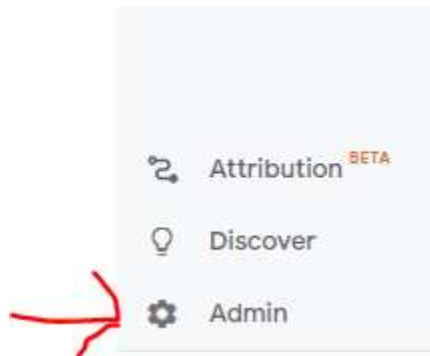
Next we will select the GA4 Setup Assistant which is located under Property.
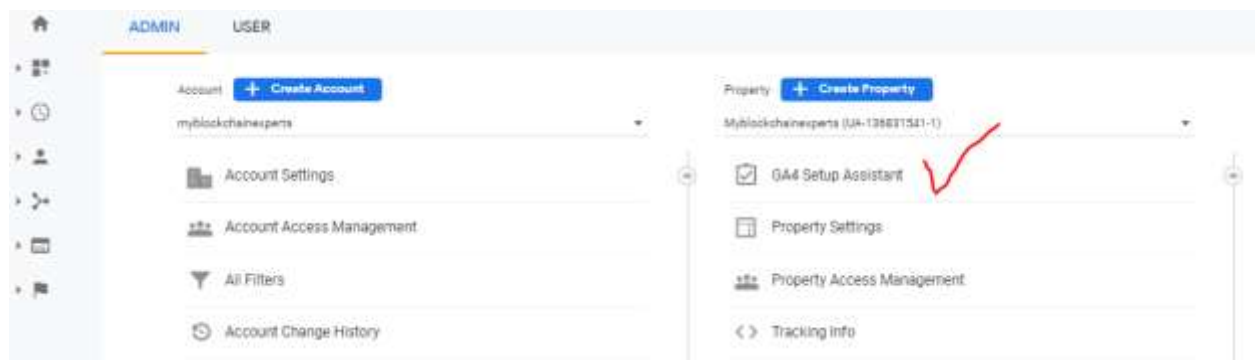
Note that the "Google Analytics 4 Property Setup Assistant

Not Connected

We now will select "Get Started"

Google Analytics 4 Property Setup Assistant   Not Connected

You're currently using a Universal Analytics property. To join the future of Analytics, set up a Google Analytics 4 property below. Learn more about GA4

This Universal Analytics property remains unchanged and continues to collect data.

I want to create a new Google Analytics 4 property

We'll create a new Google Analytics 4 property based on this Universal Analytics property.

Get Started
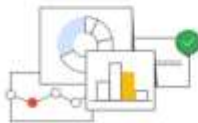
I want to connect to an existing Google Analytics 4 property

Connect an existing Google Analytics 4 property to take advantage of future tools to help complete your property configuration. You'll be responsible for tagging your site.

Select an existing Google Analytics 4 property ▾

Connect Properties

We now will need to create a property. Select Yes

Note: Enable data collection using your existing tags

Create a new Google Analytics 4 property

This wizard will:

- Create a Google Analytics 4 property. This will be a new property without historical data. Don't worry, your original property is not affected in any way.
- Copy basic settings from your Universal Analytics property. You can start manually configuring additional settings like conversions, audiences, events, and product links. Over time, more upgrade tools will be available to help migrate these configurations.
- Activate enhanced measurement. Enhanced measurement is automatically enabled so you can go deeper than page views to measure user behavior and content success. You must ensure that no personally identifiable information (PII) will be sent to Google.

This wizard can also:

☑ Enable data collection using your existing tags. We can't migrate your tag customizations, though, so consider how this affects your data collection.

No, thanks   **Create property**

Now we are connected. Verify that the Google Analytics 4 Property Setup Assistant shows green. "Connected"

Google Analytics 4 Property Setup Assistant   Connected

You have successfully connected your properties.
Learn more about Google Analytics 4 properties

Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

See your GA4 property

←→ Connected Property
You can disconnect your properties at any time.

Disconnect

GA4 PROPERTY NAME   PROPERTY ID
Myblockchainexperts - GA4   284013525

📖 Thanks for being an early adopter of the new Google Analytics.

Send Feedback

We value your feedback and will use it to improve GA4 properties and the setup experience over time.

Now we need to select See you GA4 Property and complete the configuration

Google Analytics 4 Property Setup Assistant   Connected

You have successfully connected your properties.
Learn more about Google Analytics 4 properties

Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

See your GA4 property

Connected Property   Disconnect
You can disconnect your properties at any time.

GA4 PROPERTY NAME   PROPERTY ID
Myblockchainexperts - GA4   284013525

Thanks for being an early adopter of the new Google Analytics.   Send Feedback

We value your feedback and will use it to improve GA4 properties and the setup experience over time.

Now we want to complete the Tag Installation. Click on Tag Installation.

Setup Assistant `Connected to Myblockchainexperts`

Get the most out of your new property by reviewing the following settings and features. By configuring these now, you'll have more complete data for your future analyses.

Learn more about this Google Analytics 4 property

> ⓘ This is your new GA4 property. Your connected Universal Analytics property remains unchanged.   **Open connected property**

⛁ Collection

Tag installation
Add the global site tag to your web pages or the Firebase SDK to your app so you can collect event data in your new property. Learn more

Custom event measurement
Measure custom events that are important to your business. Learn more

User ID
If your business generates user IDs, use them for cross-platform, cross-device reporting in Analytics. Learn more

Enhanced measurement
Automatically measure deep website user behavior and content success. Learn more   >

⛁ Property settings

Activate Google signals
Include aggregated data from Google users who have turned on Ads Personalization. Learn more   >

Now we need to validate the datastream. S

Data Streams

All	IOS	Android	Web		**Add stream** ▾

⊕	Myblockchainexperts - GA4 http://myblockchainexperts.org	No data received in past 48 hours.	>

Next, we will see a screen similar to this. Select "Use existing on-page tag"

Web stream details

We now need to copy the Measurement ID since we will need to enter in Tag Manager.

Now go to Google Tag Manager and Add a new Tag if you have setup a container for your site. If not continue on.

WordPress Installation for GTM Code

If your using WordPress, you may want to use a plugin for headers and footers if you're not use the "Site Kit by Google".

For example, I installed the WPBeginner version. "There are numerous ones available, but as always check the reviews and last updates."
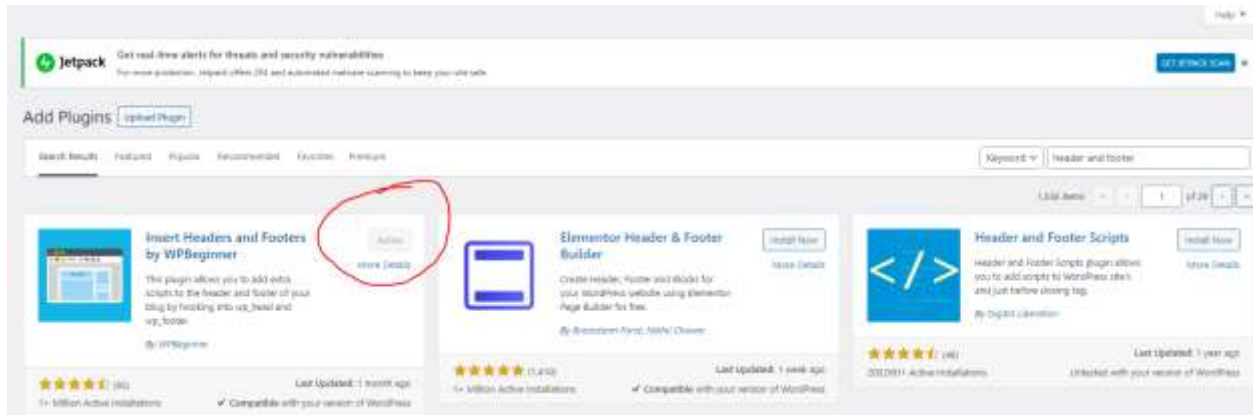
After you install the Header and Footers we now want to go to the Header and Footer page. Select Settings > Insert Headers and Footers.

Next, we need to go to Google Tag Manager to copy the code to insert into the header and the body

Select the "Create Account" button on the top right.
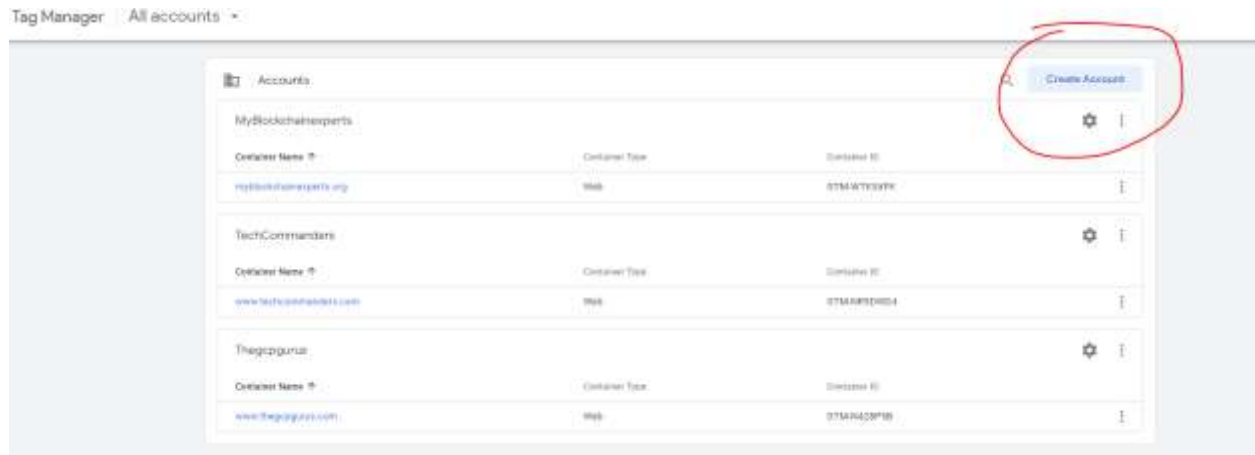
We know need to setup a GA4 Container. Note that we are only creating a container right now.

You want to collect the Account Name – Basically Customer or Yoursite, Container is you web address and what type of platform.

← Add a New Account

Account Setup

Account Name

[   ]

The value is missing

Country

[United States   ▾]

☐ Share data anonymously with Google and others ⓘ

Container Setup

Container name

[e.g. www.mysite.com]

Target platform

	Web	
🌐	**Web** For use on desktop and mobile web pages	
iOS	**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	BETA

[Create]   [Cancel]

Below is an example of an affiliate web site setup

← Add a New Account

Account Setup

Account Name

KubeCommanders

Country

United States ▼

☐ Share data anonymously with Google and others ⑦

Container Setup

Container name

www.kubecommanders.com

Target platform
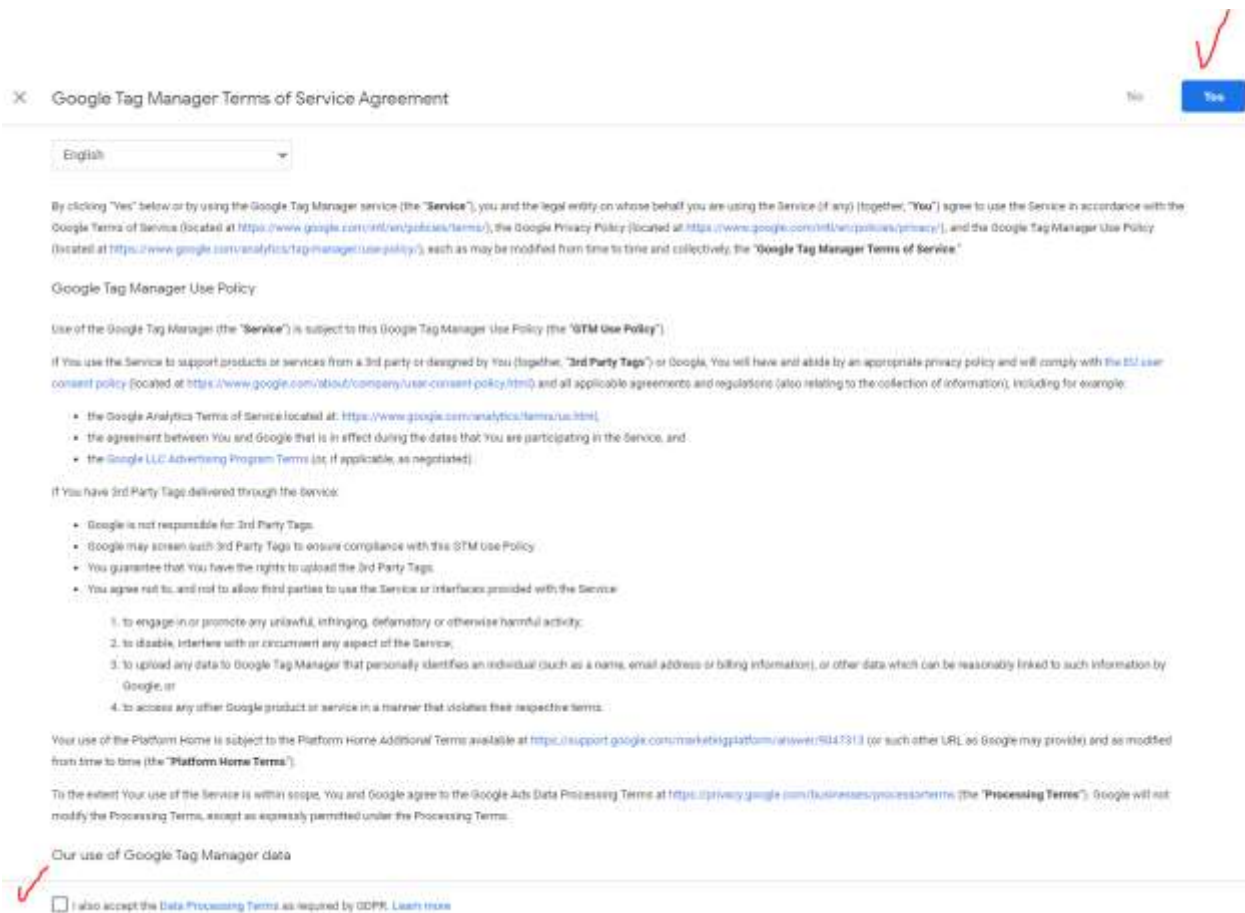
⊕	**Web** For use on desktop and mobile web pages	✓
📱	**iOS** For use in iOS apps	
🤖	**Android** For use in Android apps	
⚡	**AMP** For use in Accelerated Mobile Pages	
☁	**Server** For server-side instrumentation and measurement	BETA

Create   Cancel

Next will be some disclosures

Select Yes and accept if terms are acceptable.

Now we can copy and paste out code. You will receive a pop up with code.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-TQJ7FSW');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-TQJ7FSW"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our Quick Start Guide .

Now go back to Wordpress Headers and Footers and paste the code in the specific header and body.

Make sure you save the code by selecting the Save button which is below the Footer.

Now go back to all account in Tag Manager and you will see you have your container.

The next thing we want to do is create a Tag.. Lets go back into the container we created and create a global tag for the website.

We would want to select under the New Tag panel "Add a new tag".
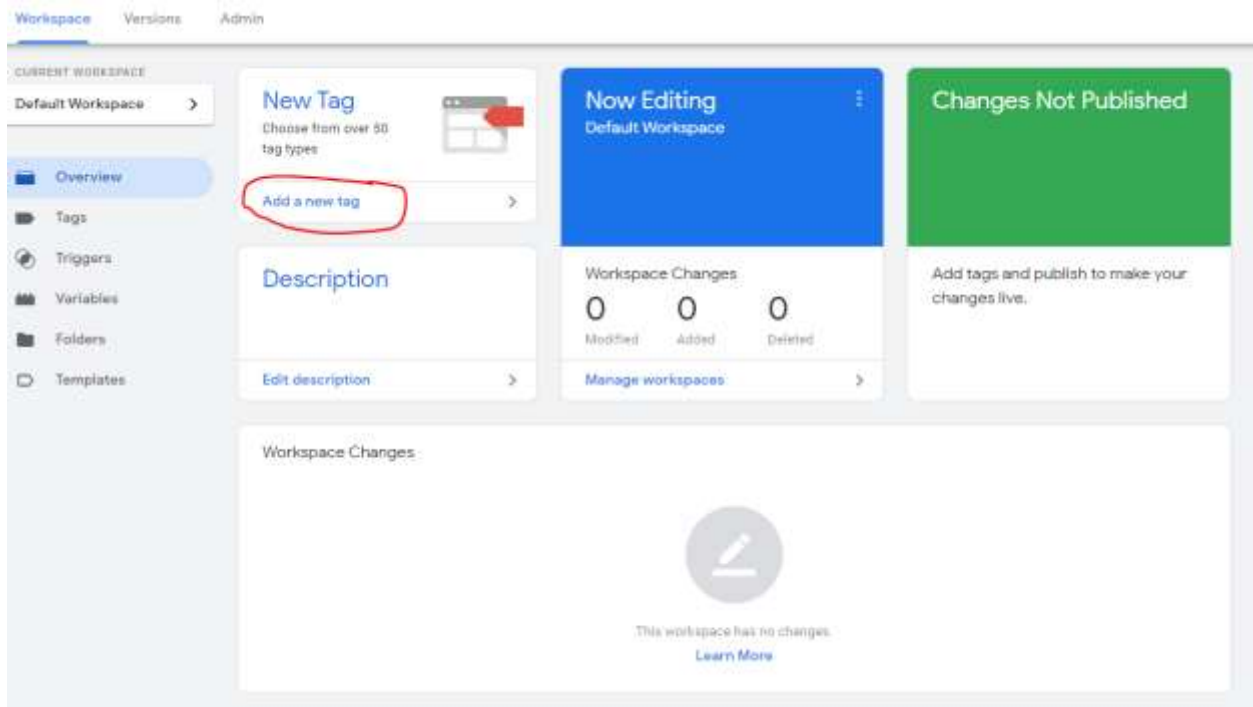
When we select create a new tag it will bring up the following box. Select the "Tag Configuration" to get started.

When we select the Tag Configuration it should bring up a tag type similar to this. In the case of GA4 we will select the Google Analytics:GA4 Event

✕ Choose tag type   🔍

▭ Discover more tag types in the Community Template Gallery   >

Featured

📊 **Google Analytics: Universal Analytics**
    Google Marketing Platform

📊 **Google Analytics: GA4 Configuration**
    Google Marketing Platform

📊 **Google Analytics: GA4 Event**
    Google Marketing Platform

△ **Google Ads Conversion Tracking**
    Google Ads

△ **Google Ads Remarketing**
    Google Ads

⊙ **Floodlight Counter**
    Google Marketing Platform

⊙ **Floodlight Sales**
    Google Marketing Platform

⊕ **Conversion Linker**
    Google

⌁ **Google Optimize**
    Google Marketing Platform

✓ **Google Surveys Website Satisfaction**
    Google Marketing Platform

🛡 **Featured Community CMP Templates**   >
    Discover featured CMP templates that deeply integrate with GTM's consent
    configuration

Before going to the next step, we need to grab out "Measurement ID" from Google Analytics.

This would be under Property > Data Streams in GA Admin Panel.

After going to the Admin Panel and then proceeding to Data Streams you will need to select the data stream that you will use.

This will bring to the following menu. Select the "Existing on page tag" and then select Google Tag Manager.

Copy the Measurement ID. This is what you will paste into the tag configuration.

Now leave the GA page open, we will need to enter the Tag information shortly.

Now go back to Tag Manager

Next select the Event Name by selecting the icon that looks like a block with a plus sign and add the MeasurementID. (Measurement ID is under

The Tag Configuration is complete but we need to now configure the "Triggering". Select the

Triggering Box.

Tag Configuration

Tag Type

Google Analytics: GA4 Event
Google Marketing Platform

Event Name ⑦
{{Event}}

Triggering

Choose a trigger to make this tag fire...
Learn More

After selecting the Triggering box, select the "All Pages" trigger.

✕   Choose a trigger

☐	Name ↑	Type
👁	All Pages	Page View
🛡	Consent Initialization - All Pages	Consent Initialization
⏻	Initialization - All Pages	Initialization

Now we have both the Tag Configuration and Triggering done. We just need to enter a name up in the top left corner and then select "Save"

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID (?)
G-E00XYPUZKS

Triggering

Firing Triggers

All Pages
Page View

After submitting the Tag, we can now go back and check in the Workspace. It shows there is 1 Workspace change.   .

New Tag

Choose from over 50 tag types

Add a new tag >

Description

Edit description >

Now Editing
Default Workspace

Workspace Changes

0   1   0
Modified   Added   Deleted

Manage workspaces >

Changes Not Published

Add tags and publish to make your changes live.

Workspace Changes

Name ↑	Type	Change	Last Edited	User
MyNewTag	Tag	Added	a few seconds ago	

Activity History >

23

We know need to submit the change in the Workspace. To do this select the "Submit". (You may want to preview before)
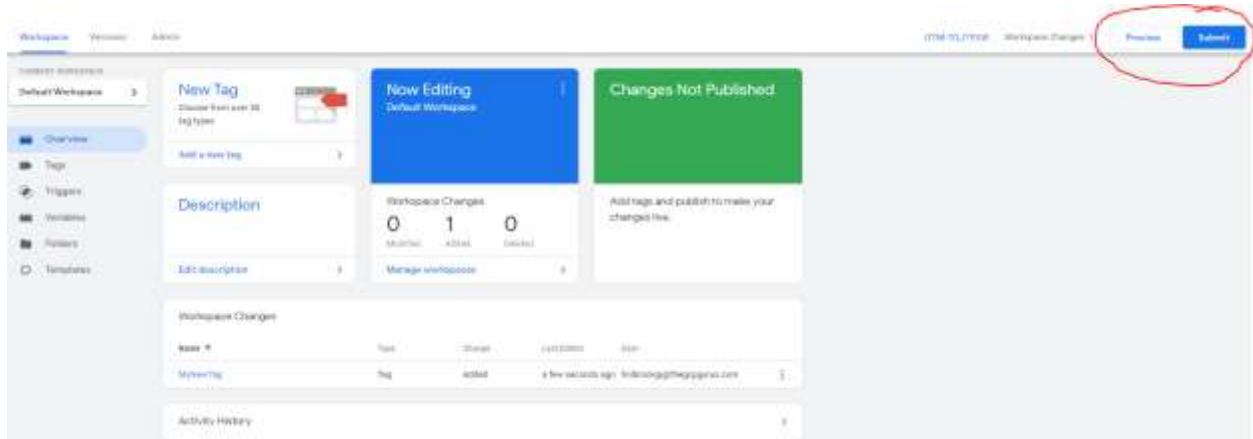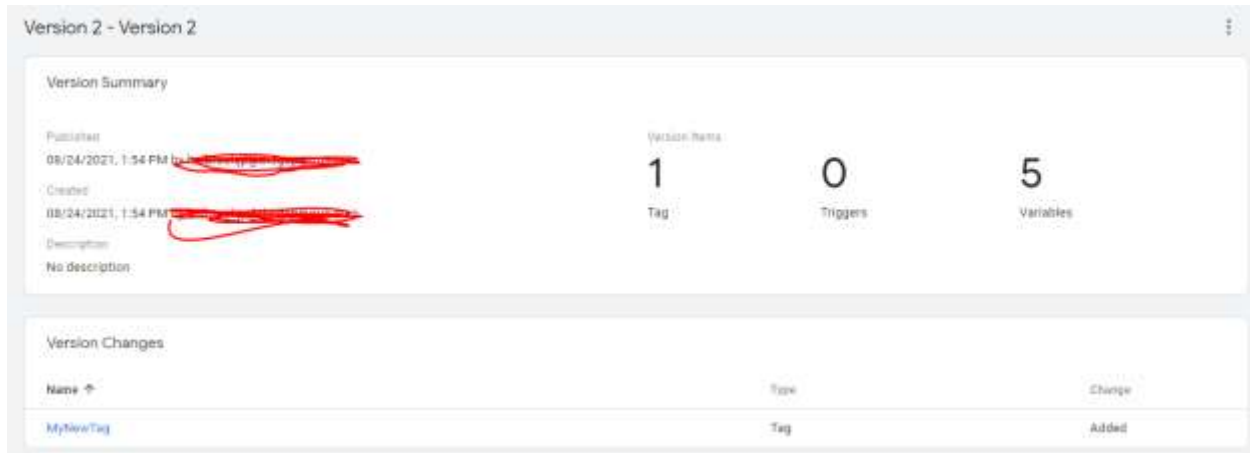
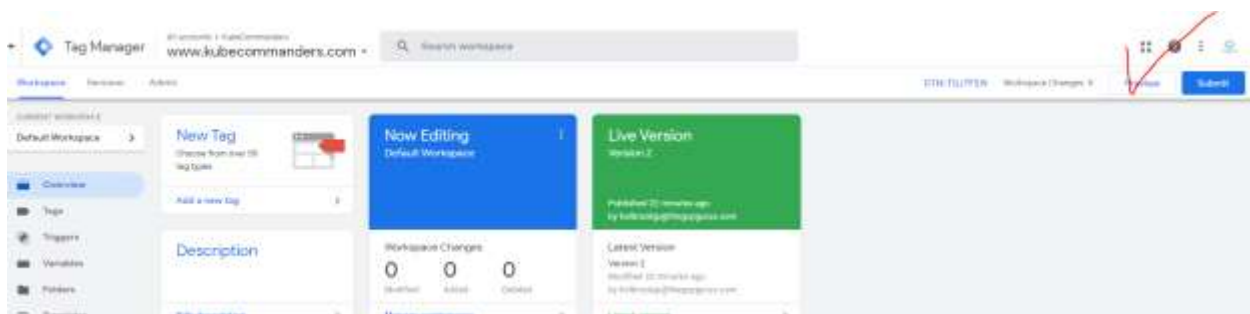

Next enter the Version name and select "Publish"
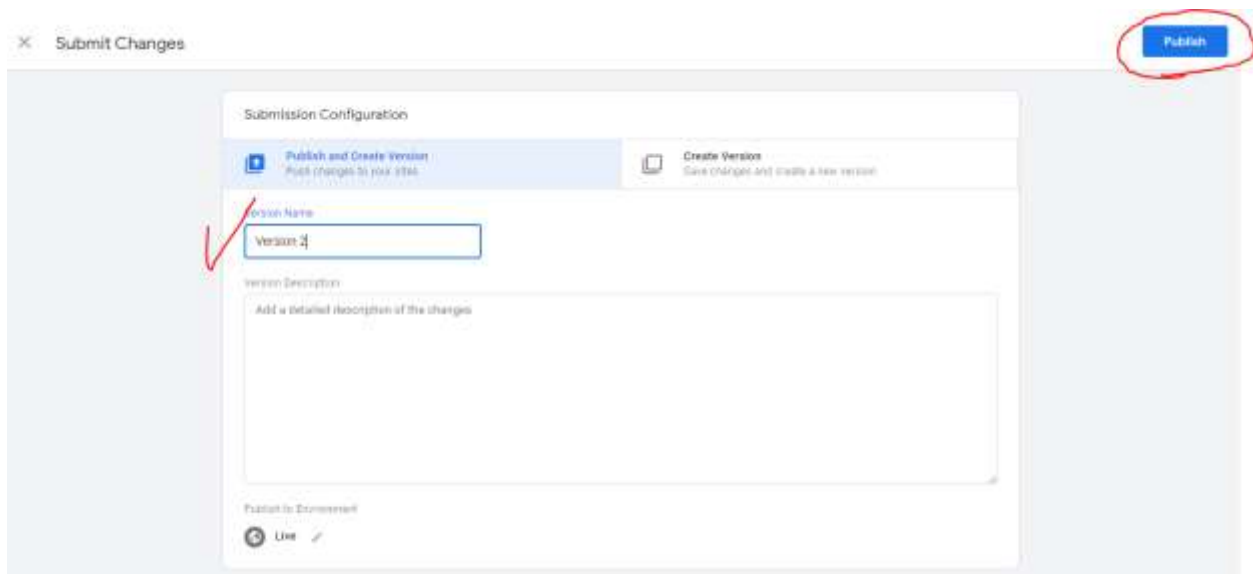
After submitting you should see the following version summary

Lets Verify is Google Tag Manager can actually connect to the website.   Select the
Preview button in the container workspace as shown.

You will now be prompted to enter the website name.

Connect Tag Assistant to your site ✕

Tag Manager Preview Mode

ⓘ Learn why Tag Manager preview mode has changed

Tag Manager container **GTM-TQJ7FSW** will be put into debug mode in this web browser. Enter a URL to your site to begin previewing your container.

Your website's URL ⓘ

http://www.kubecommanders.com/

Connect
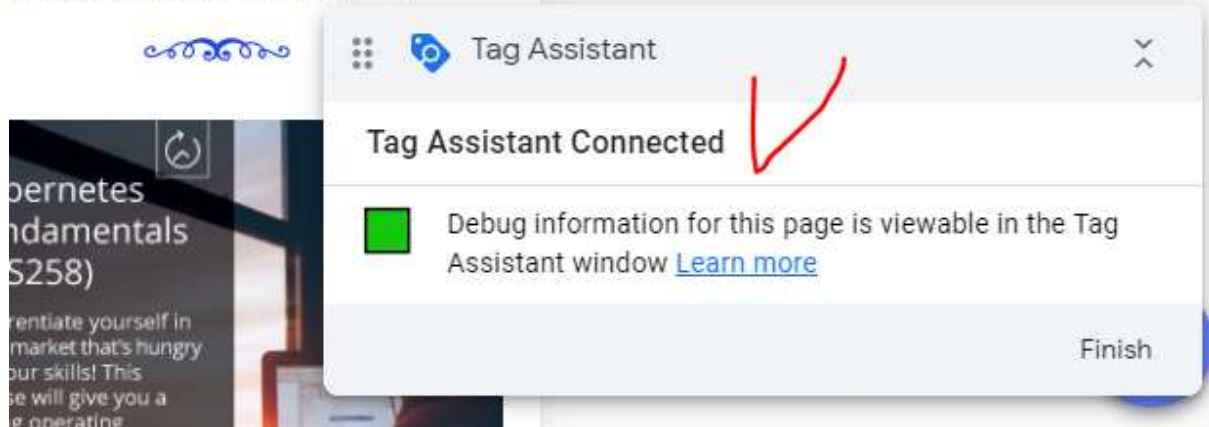
Opens your site in a new window

☑ Include debug signal in the URL ⓘ

If it works, Great news . You installed the code correctly and configured your tag/container properly! GTM will go the webpage and at the bottom popup a Tag Assistant Connected.
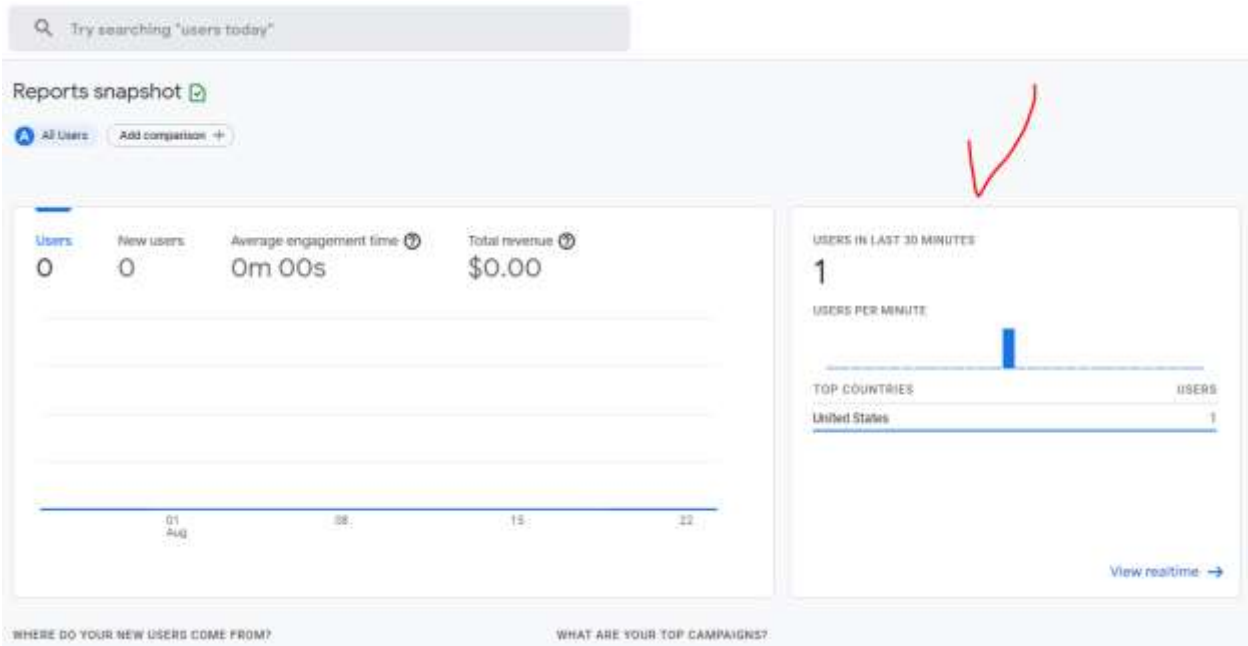
After completing these steps you now should go back to Google Analytics and validate in the GA4

Go to the Reports Snapshot in GA4. Then open up a browser and connect to the webpage. You should see a User pop up in the Real Time block.

End of Document.