

***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.*

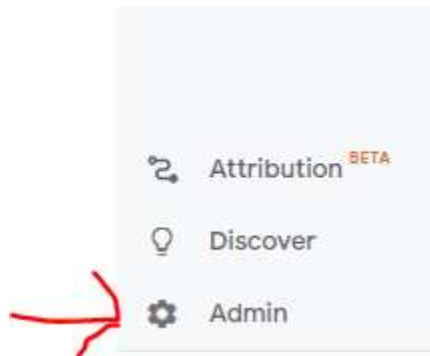
Create Your Properties: a property is a website, mobile application, or device. In the older version of Google Analytics (Universal), properties could only collect data from websites.

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

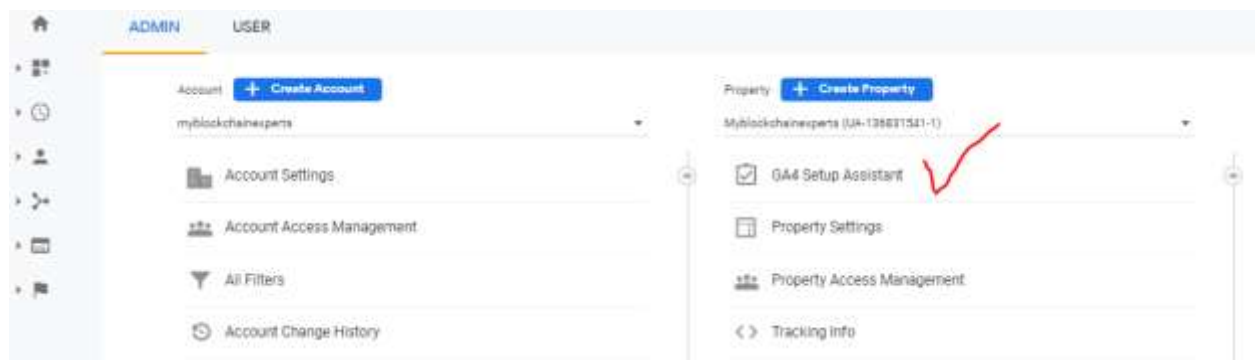
Create Your Data Stream (GA4 only): a data stream is a data source and each property can contain different data sources.

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](#)

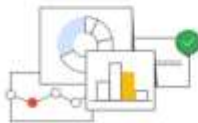
This Universal Analytics property remains unchanged and continues to collect data.



### 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  
Myblockchainexperts - GA4

PROPERTY ID  
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

**STREAM URL**  
http://myblockchainexperts.org

**STREAM NAME**  
Myblockchainexperts - GA4

**MEASUREMENT ID**  
G-L1GPH1R9JT

**STREAM ID**  
2762523377

**STATUS**  
No data received in past 48 hours. [Learn more](#)

**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 [+ 3 more](#)

**Tagging instructions**  
Use one of the following to start collecting data.

[Add new on-page tag](#) **Use existing on-page tag**

**Global site tag (gtag.js)** Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin sending data to your property.

**Google Tag Manager** Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

**Additional Settings**

- Connected Site Tags** Load tags for additional properties or products using this property's on-page global site tag. [Learn more](#) 0 connected
- Measurement Protocol API secrets** Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)
- More Tagging Settings** Configure about data tagging behavior, including cross-domain linking, ignored traffic, and event modifications.

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

## × Web stream details

STREAM URL  
http://myblockchainexperts.org

STREAM NAME  
Myblockchainexperts - GA4

MEASUREMENT ID  
G-L1GP91RRJT

STREAM ID  
276253377

STATUS  
No data received in past 48 hours. [Learn more](#)

**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](#) + 3 more

**Tagging instructions**  
Use one of the following to start collecting data

[Add new on-page tag](#) [Use existing on-page tag](#)

SELECT THE PRODUCT THAT CONTROLS YOUR EXISTING ON-PAGE TAG. [How do I find out?](#)

- Google Analytics
- Google Tag Manager

1. Open the Google Tag Manager container that's implemented on your page.
2. Click **Tags** > **New**.
3. Click **Tag Configuration** and select **GA4 Configuration**.
4. Enter this Measurement ID: G-L1GP91RRJT.
5. Select to trigger the tag on All Pages (or on the subset of pages you want to measure).
6. Save and publish your tag configuration.

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

**New Tag**  
Choose from over 50 tag types

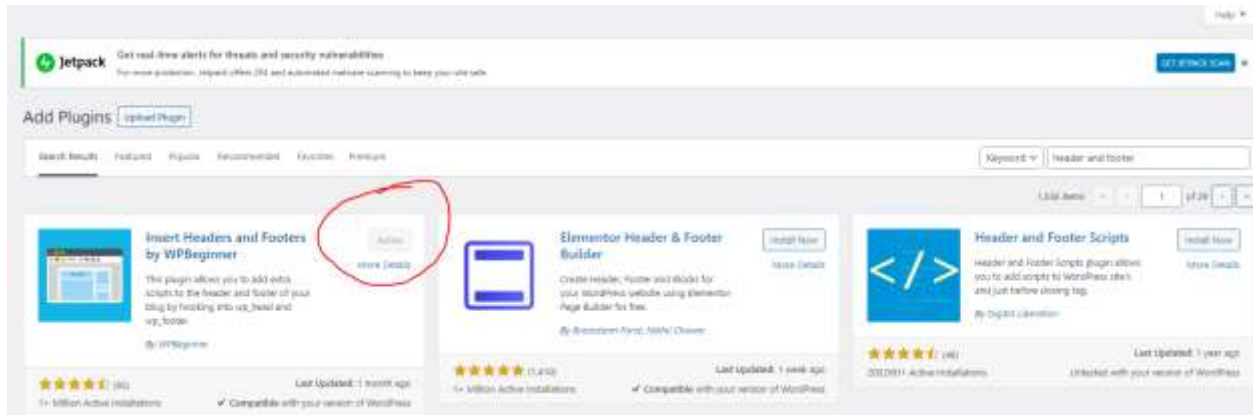
[Add a new tag](#)

## 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.”

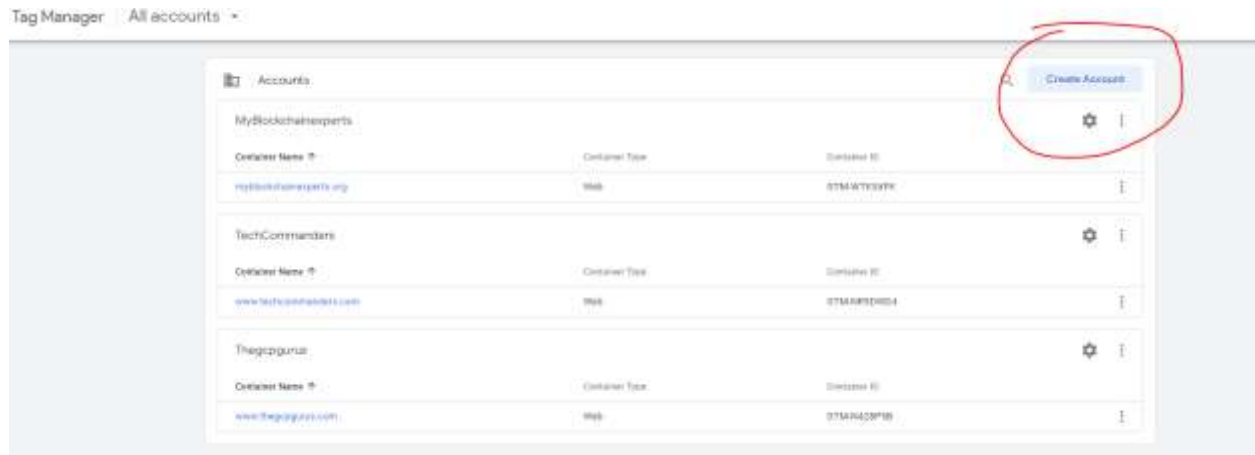


After you install the Header and Footers we now want to go to the Header and Footer page. Select Settings > Insert Headers and Footers.



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

	<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

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 [?](#)

### Container Setup

Container name

www.kubecommanders.com

Target platform

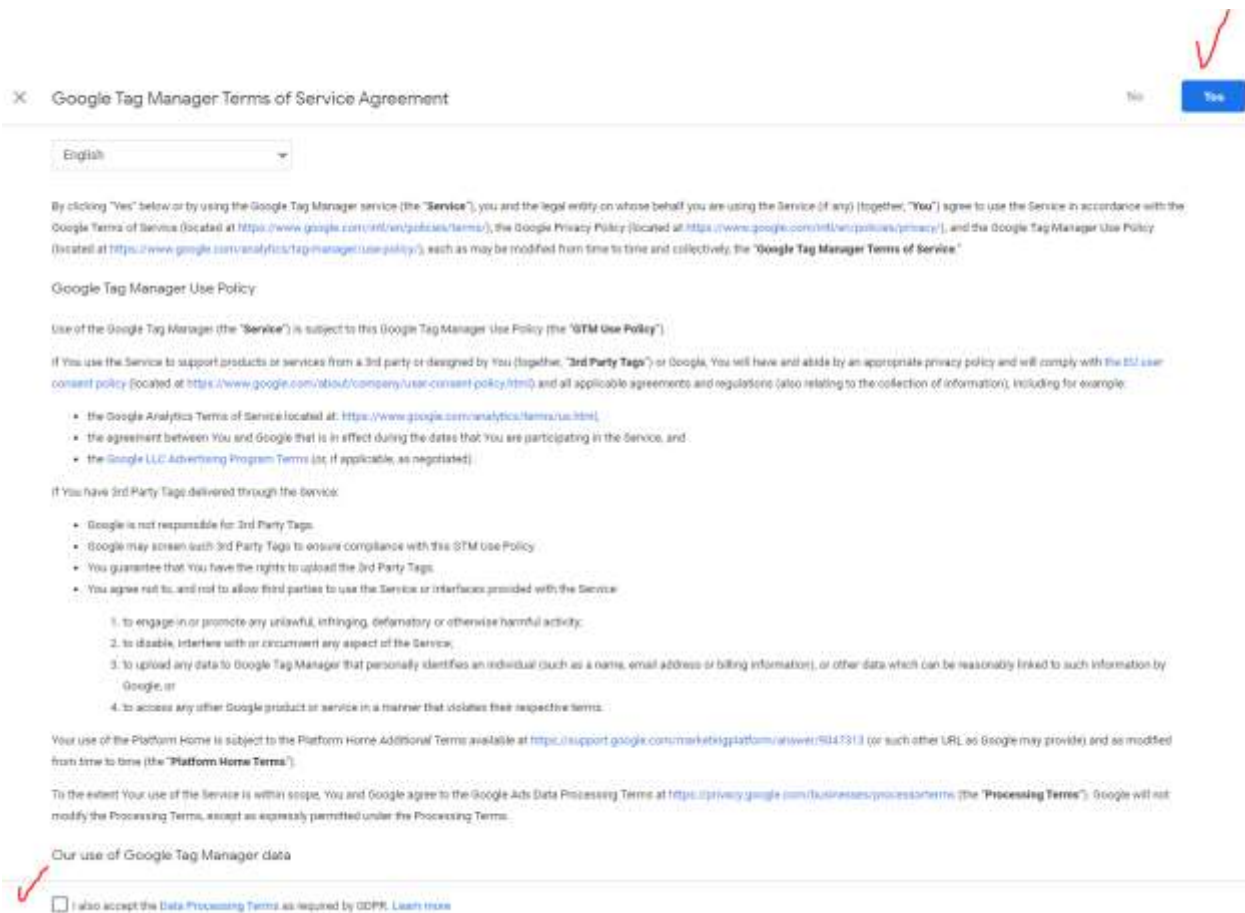
	<b>Web</b> For use on desktop and mobile web pages	✓
	<b>iOS</b> For use in iOS apps	
	<b>Android</b> For use in Android apps	
	<b>AMP</b> For use in Accelerated Mobile Pages	
	<b>Server</b> For server-side instrumentation and measurement	BETA



Create

Cancel

Next will be some disclosures



X Google Tag Manager Terms of Service Agreement

English

By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Service (if any) (together, "You") agree to use the Service in accordance with the Google Terms of Service (located at <https://www.google.com/intl/en/policies/terms/>), the Google Privacy Policy (located at <https://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <https://www.google.com/analytics/tag-manager/use-policy/>), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service."

Google Tag Manager Use Policy

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "STM Use Policy").

If you use the Service to support products or services from a 3rd party or designed by you (together, "3rd Party Tags") or Google, You will have and abide by an appropriate privacy policy and will comply with the [GDPR user consent policy](https://www.google.com/about/company/user-consent-policy.html) (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <https://www.google.com/analytics/terms/us.html>,
- the agreement between You and Google that is in effect during the dates that You are participating in the Service, and
- the Google LLC Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen each 3rd Party Tag to ensure compliance with the STM Use Policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:
  - to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity;
  - to disable, interfere with or circumvent any aspect of the Service;
  - to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google; or
  - to access any other Google product or service in a manner that violates their respective terms.

Your use of the Platform Home is subject to the Platform Home Additional Terms available at <https://support.google.com/marketingplatform/answer/9447313> (or such other URL as Google may provide) and as modified from time to time (the "Platform Home Terms").

To the extent Your use of the Service is within scope, You and Google agree to the Google Ads Data Processing Terms at <https://privacy.google.com/businesses/processorterms> (the "Processing Terms"). Google will not modify the Processing Terms, except as expressly permitted under the Processing Terms.

Our use of Google Tag Manager data

☒ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

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.*

## Insert Headers and Footers » Settings

Settings

Scripts in Header

```

1 <!-- Google Tag Manager -->
2 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push(['gtm.start',
3 new Date().getTime(),event,'gtm.js']);var f=d.getElementsByTagName('script')[0],
4 j=d.createElement(s),dl=l!='dataLayer'?&id=i:'';j.async=true;j.src=
5 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(f,j);
6 })(window,document,'script','dataLayer','GTM-TQJ7F5W');
7 </script> End Google Tag Manager -->

```

These scripts will be printed in the <head> section.

Scripts in Body

```

1 <!-- Google Tag Manager (noscript) -->
2 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-TQJ7F5W"
3 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
4 </script> End Google Tag Manager (noscript) -->

```

These scripts will be printed just below the opening <body> tag.

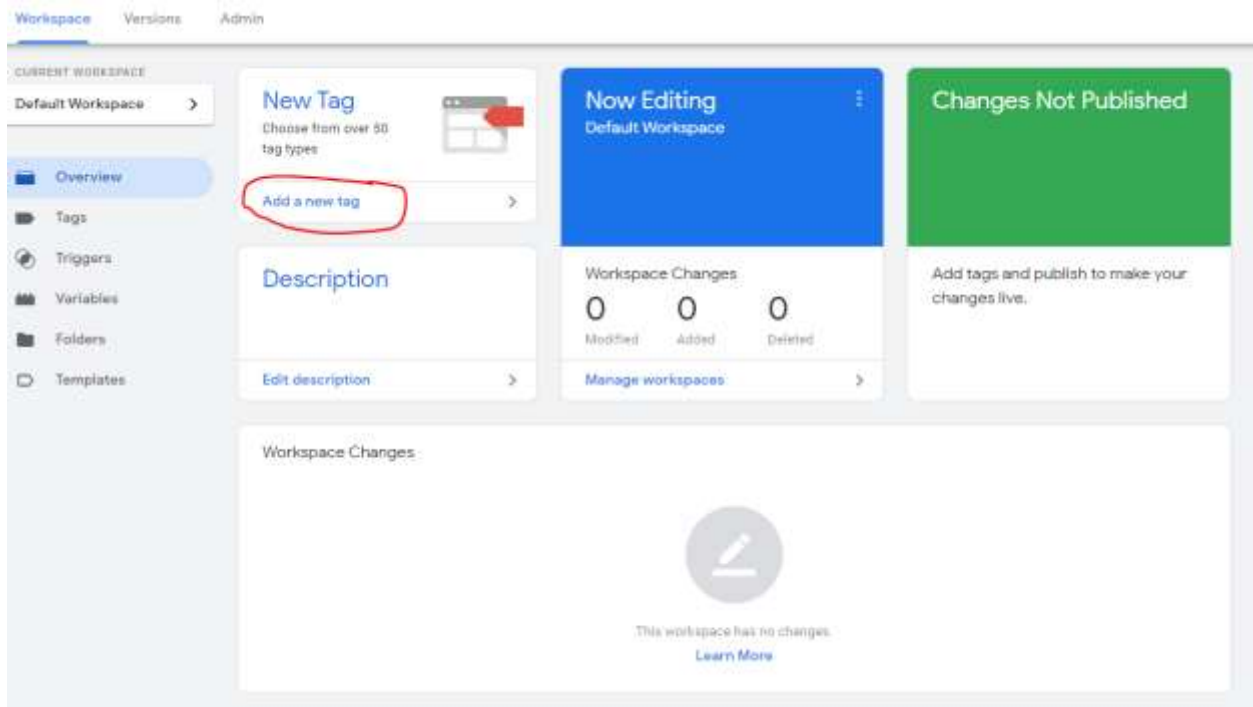
Now go back to all account in Tag Manager and you will see you have your container.

Accounts			Search	Create Account
KubeCommanders				
Container Name ↑	Container Type	Container ID		
www.kubecommanders.com	Web	GTM-TQJ7F5W		
MyBlockchainexperts				
Container Name ↑	Container Type	Container ID		
myblockchainexperts.org	Web	GTM-WTR5XFK		
TechCommanders				
Container Name ↑	Container Type	Container ID		
www.techcommanders.com	Web	GTM-NR9QWD4		
Thegcpgurus				
Container Name ↑	Container Type	Container ID		
www.thegcpgurus.com	Web	GTM-N428P5B		

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**



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.

Web stream details

STREAM URL  
http://kubecommanders.com

STREAM NAME  
kubecommanders.com - GA4

MEASUREMENT ID  
G-EG0XYPJZK9

STREAM ID  
2732675401

STATUS  
No data received in past 48 hours. [Learn more](#)

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 + 3 more

Tagging instructions

Use one of the following to start collecting data

Add new on-page tag

Use existing on-page tag

SELECT THE PRODUCT THAT CONTROLS YOUR EXISTING ON-PAGE TAG. [How do I find out?](#)

Google Analytics

Google Tag Manager

1. Open the Google Tag Manager container that's implemented on your page.

2. Click **Tags** - **New**.

3. Click **Tag Configuration** and select **GA4 Configuration**.

4. Enter the Measurement ID: **G-EG0XYPJZK9**.

5. Select to trigger the tag on **All Pages** (or on the subset of pages you want to measure).

6. Save and publish your 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


Tag Configuration

Tag Type

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

Measurement ID 

G-EG0XYPJZK9 

☒ Send a page view event when this configuration loads  
☐ Send to server container 


> Fields to Set

> User Properties

> Advanced Settings

Triggering

Firing Triggers


 **All Pages**  
Page View


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  `{{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

<input type="checkbox"/>	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”

MyNewTag

Save

**Tag Configuration**

Tag Type

Google Analytics: GA4 Configuration  
Google Marketing Platform

Measurement ID: G-EDSXYFJZKS

**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

**Now Editing**

Default Workspace

**Changes Not Published**

Add tags and publish to make your changes live.

**Description**

Edit description

**Workspace Changes**

0	1	0
Modified	Added	Deleted

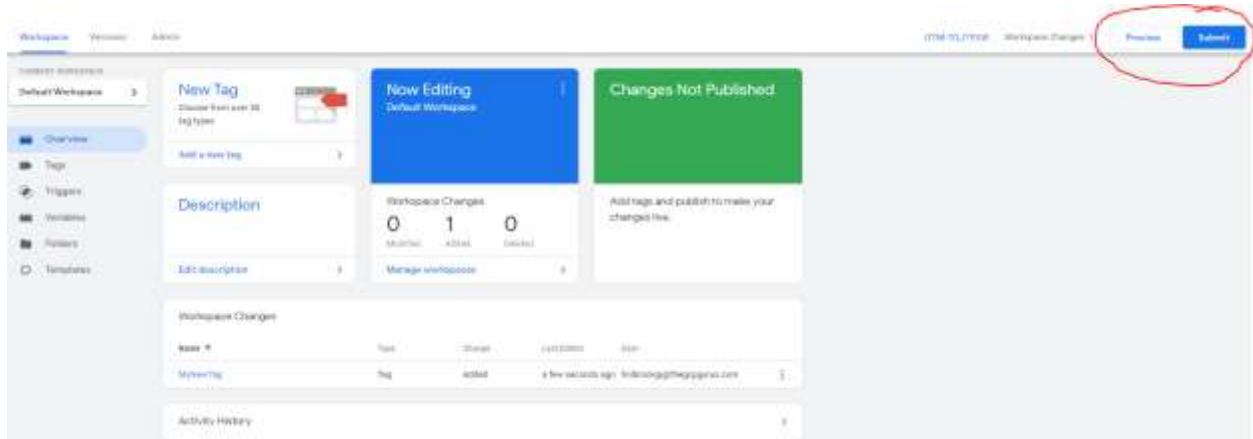
Manage workspaces

**Workspace Changes**

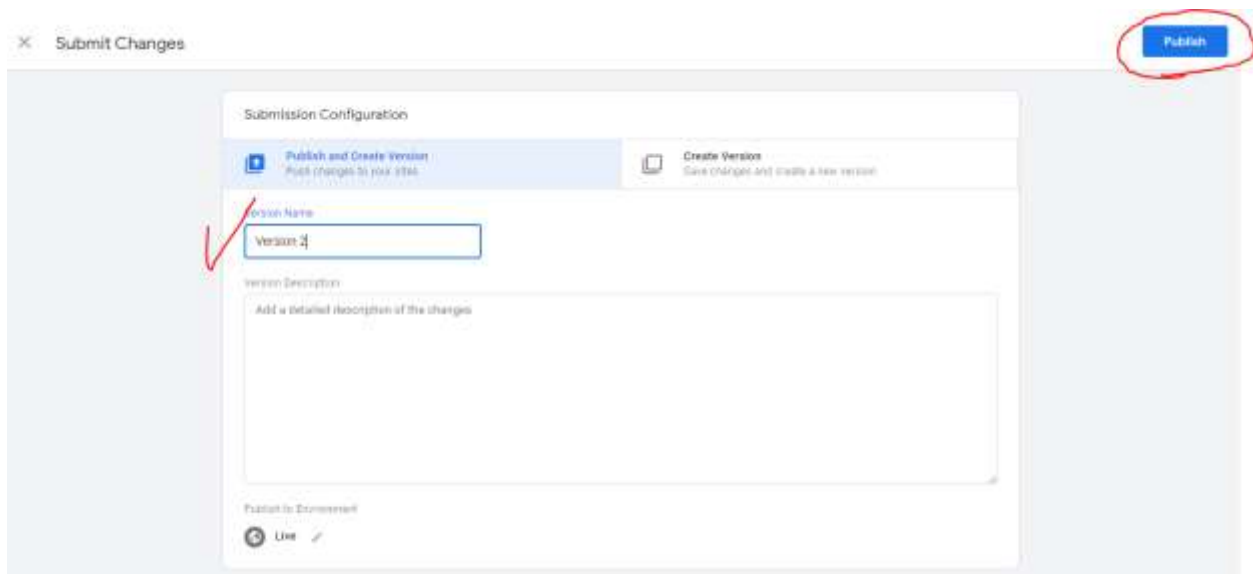
Name ↑	Type	Change	Last Edited	User
MyNewTag	Tag	Added	a few seconds ago	<del>John Doe</del>

Activity History

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

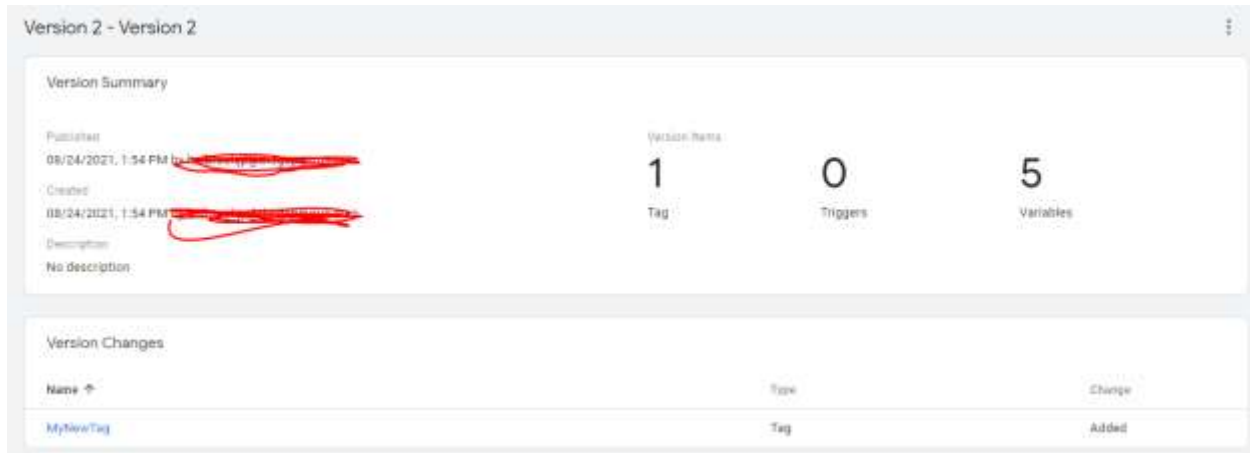


Next enter the Version name and select “Publish”

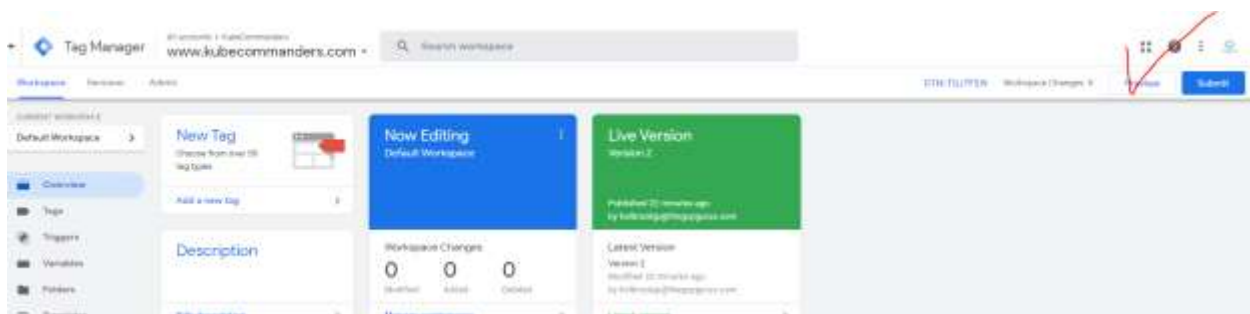


After submitting you should see the following version summary





Lets Verify if 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

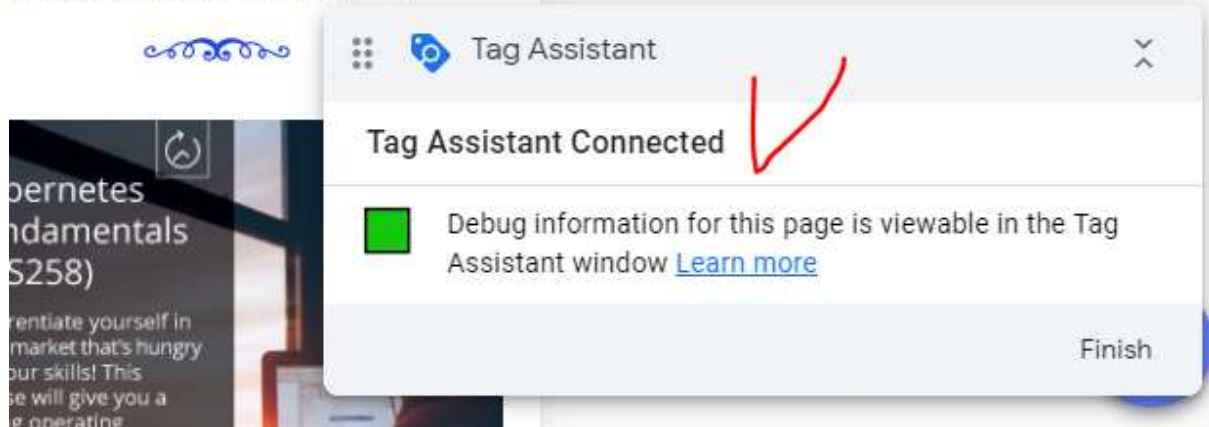


Include debug signal in the URL

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.

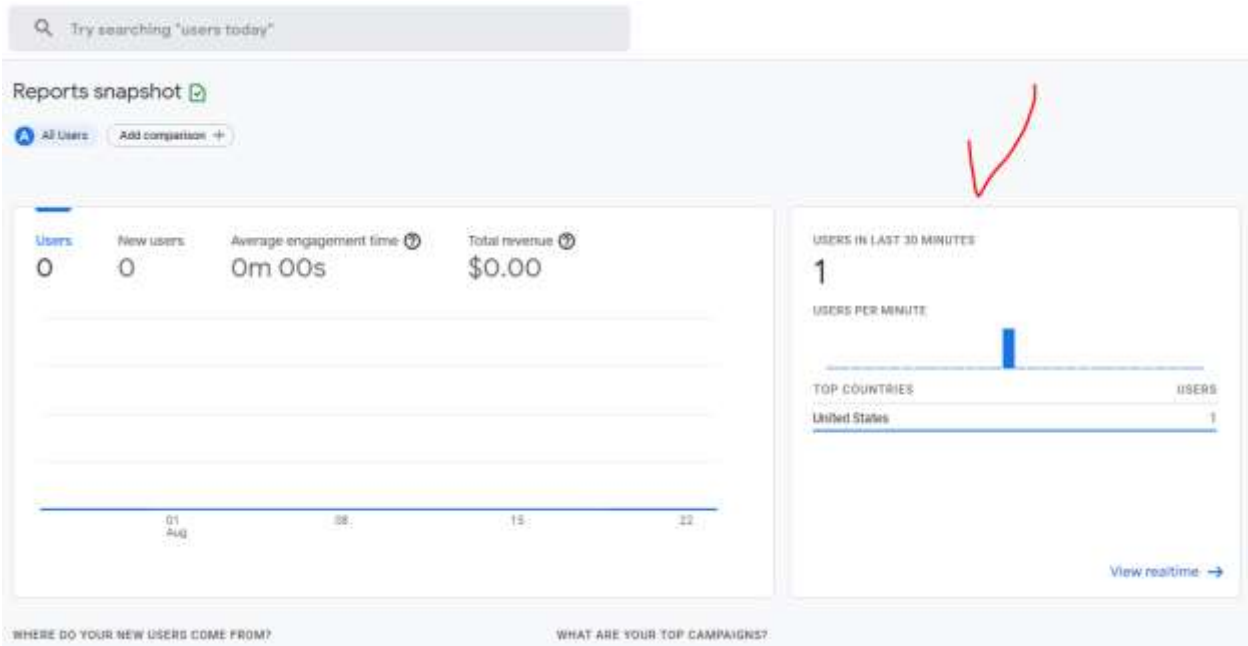
.ENDAR

## LEARN KUBERNETES



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.