



Table of Contents

[Table of Contents](#)

[Introduction GA4 Recipes](#)

[Google Products You'll Need](#)

[Installing GA4 on Your Website](#)

[Step 1: Open a Google Analytics Account.](#)

[Step 2: Set Up a New Property](#)

[Step 3: Answer Some Questions About Your Business](#)

[Step 4: Setup a Data Stream](#)

[Step 5: Get Tagging Instructions](#)

[Step 6: Set Up the Global Tag on Your Website](#)

[Step 7: Verify Setup](#)

[Reports Snapshot](#)

[Removing Yourself from the Data](#)

[Automatic Filtering](#)

[Define Internal Traffic](#)

[Exclude Internal Traffic](#)

[Focus on Organic Search Channels](#)

[The Library](#)

[Start a New Collection](#)

[Recipe #1 - New User Dashboard](#)

[Recipe #1 Checklist](#)

[Recipe #1 Detailed Instructions](#)

[Build the "New Users - Dashboard"](#)

[Create Some Fake Traffic](#)

[How to Get Customers to Your Website](#)

[Local Business Advantage](#)

[Testimonials](#)

[Website](#)

[Hiring a Consultant](#)

[Info you'll need for a website](#)

[Google Business Profile](#)

[What kind of businesses can use a Google Business Profile?](#)

[What are the steps to setting up a Google Business Profile?](#)

[How to update your Google Business Profile?](#)

[Monitoring Success with Recipe #1](#)

[Compare online visitors to 'real world' customers.](#)

[Recipe #2 - Engagement](#)

[Customer Journey](#)

[Recipe #2 Checklist](#)

[Recipe #2 Detailed Instructions](#)

[Recipe #3 - Marketing Campaigns](#)

[Recipe #3 Checklist](#)

[Recipe #3 Detailed Instructions](#)

[Using Date Range Comparisons](#)

[Conclusion](#)

Introduction GA4 Recipes

This Recipe book is for people who want to use Google Analytics for very small, local businesses, but who don't want to become, or hire, an Analytics Professional. It's for occasional users of Google Analytics.

This is the book I wish I had as a web developer when my client and I just wanted to see if anyone was coming to their new website yet.

A *'local'* business is one that provides goods or services that are available only in a particular town, county or region. The business might deliver, but there's no shipping or e-commerce. The business either has a location with public hours that customers can visit, or they go to the customer's house or business within a well-defined service area.

Some examples:

- Seamstress
- Handyman
- Concrete Contractor
- Shoe Repair
- Computer Repair
- Plumber/HVAC Contractor
- Taco truck
- Cleaning services
- Landscaper
- Pool Maintenance
- Pet Grooming
- House Sitting
- Farmers Market
- Recycling Center
- Dentist
- Photographer

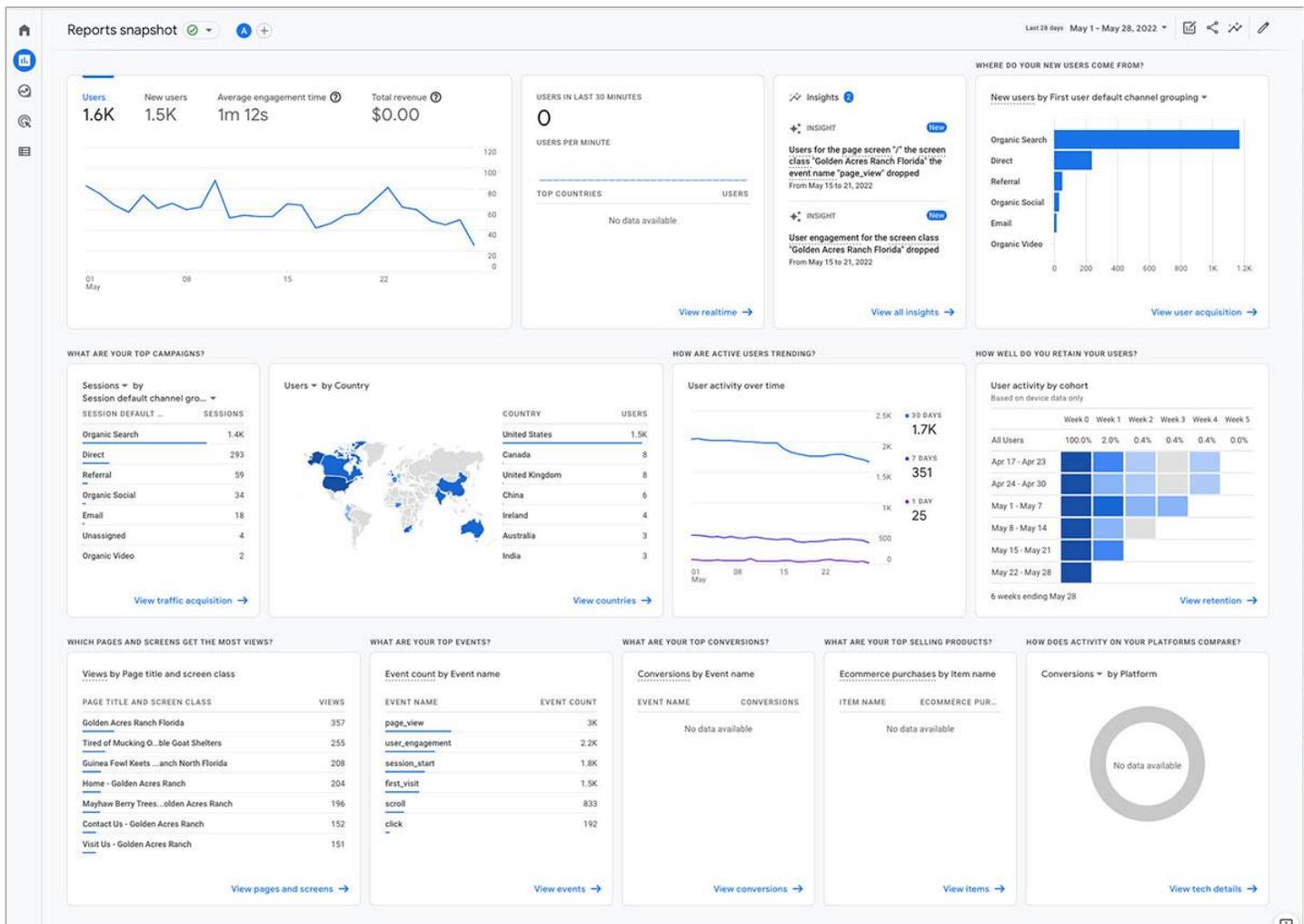
...and so many others!

Google Analytics is free to use and it supplies critical information to any business that wants to stay in business. But it's built for programmers and power users.

Google's simplest, *default* Report assumes

- your site is already getting traffic,
- that you've figured out how much each click is worth financially to your business
- and that you can understand database language and relationships.

For a novice, there's just too much information! It's distracting and daunting, especially for a busy, small business owner.



Google Analytics default Report Snapshot

This book focuses on making a 'Report Snapshot' that is clear and simple for very small, local businesses. It assumes you are comfortable enough with internet and website tech to get the following Google products set up.

Google Products You'll Need

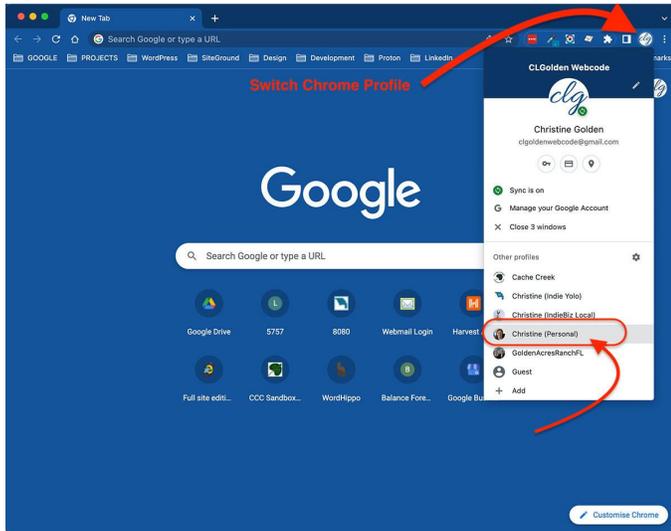
A gmail account for your business - You'll need a gmail address to access all the Google products. This is not a replacement for your real business email address. It only serves as your access to all the Google products that you'll need. [See Google's instructions.](#)

I highly recommend setting up a separate gmail account for your business—one that is separate from your personal gmail.

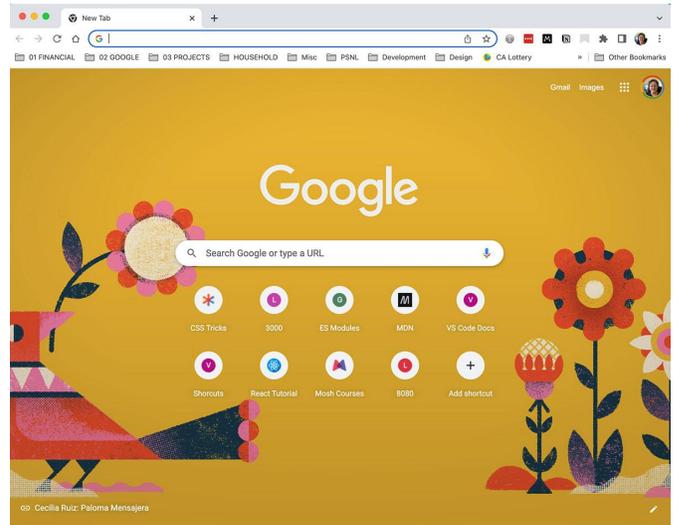
One of the great things about having your free gmail account is that you also get file storage and excellent word processor and spreadsheet apps for free in [Google Drive](#). I'll mention this again as we develop your website's success.

A separate Chrome profile for your business - In order to access Analytics for your business, you need to be signed into Chrome with your business gmail address. Rather than logging out and in again between accounts, you can easily switch between them with Google Chrome profiles. [See Google's instructions](#). I customize my profiles differently so it's obvious which one I'm working in. You can find the 'Customize Chrome' button in the bottom right of the Chrome home page.

My Business Chrome Profile



My Personal Chrome Profile



Google Analytics 4 (GA4) - Google Analytics is rolling out a completely new platform called "Google Analytics 4" or GA4. They will stop providing data to the old system in July 2023. So this book is all about making reports in GA4. See the next section for installation instructions.

Google Business Profile - As a very small, *local* business, making, and posting to your Google Business Profile (GBP) is one of the most efficient ways to get people to your website and your business. The GBP gets your business into Google Maps and into the business sidebar block that shows up when customers 'Google' your products and services 'near me.'

When you're searching for a local business, where do you look?

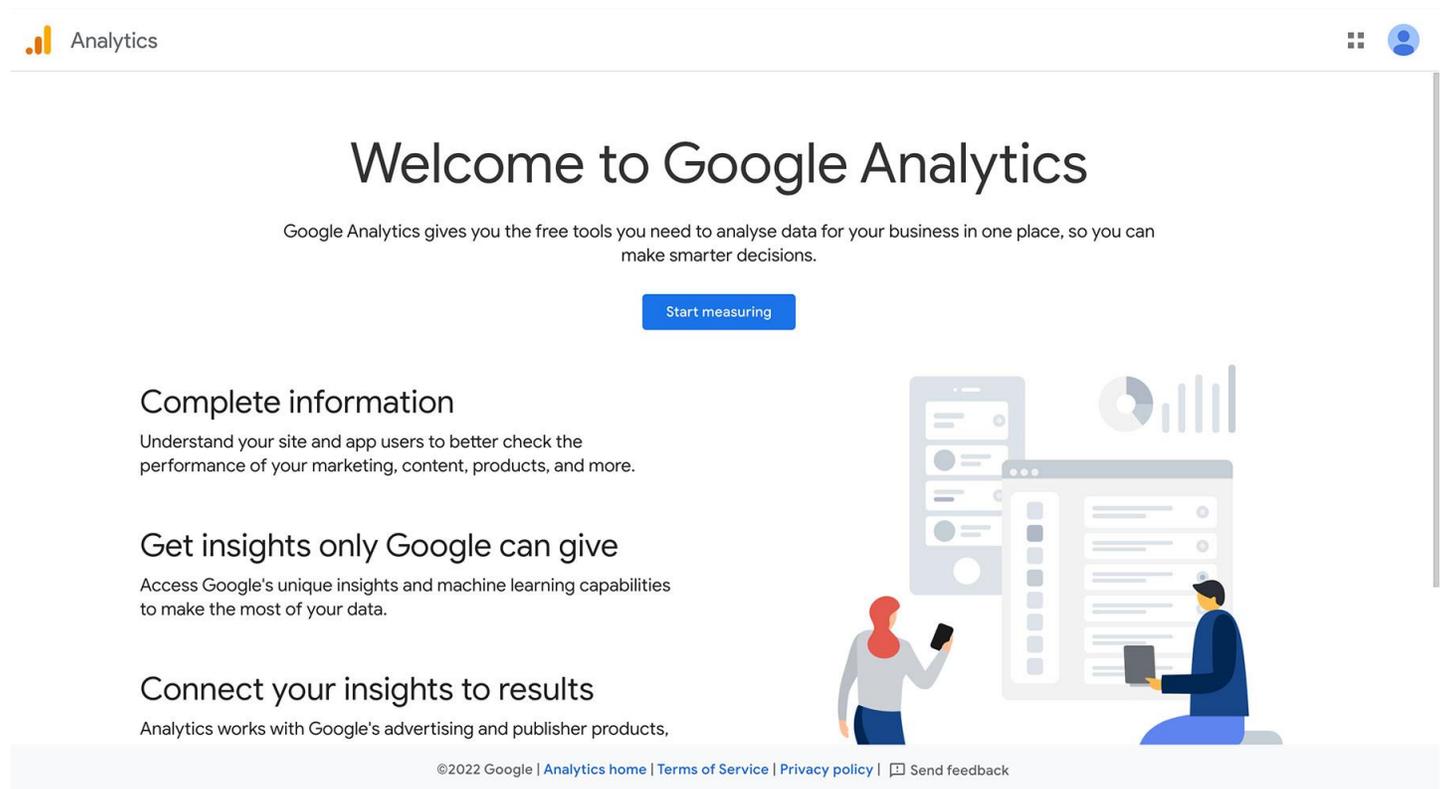
Installing GA4 on Your Website

Step 1: Open a Google Analytics Account.

Make sure you're logged in to Chrome with your business gmail account. You can tell which account you're in by looking at and hovering over the icon in the top right.

Go to <https://analytics.google.com>.

If you are completely new to Google Analytics, you'll see a Welcome page.



Google Analytics Welcome Page

Click on the "Start measuring" button. You'll be taken to the Account Setup page.

1 Account setup

Account details

Account name (Required)

Accounts can contain more than one tracking ID.

My New Account Name

Account Data Sharing Settings

Data that you collect, process and store using Google Analytics ('Google Analytics data') is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations and, in rare exceptions, for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

Google products and services

If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced demographics and interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

Benchmarking

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show example](#)

Technical support

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Account Setup page

If you already have a Google Analytics account, you'll be taken to the Home page of the last account you had open.

Analytics | All accounts > GA4 Recipes | GA4 Recipes 3 [GA4] | Try searching "users today"

Home

Metric	Value
Users	0
New users	0
Average engagement time	0m 00s
Total revenue	\$0.00

USERS IN LAST 30 MINUTES: 1

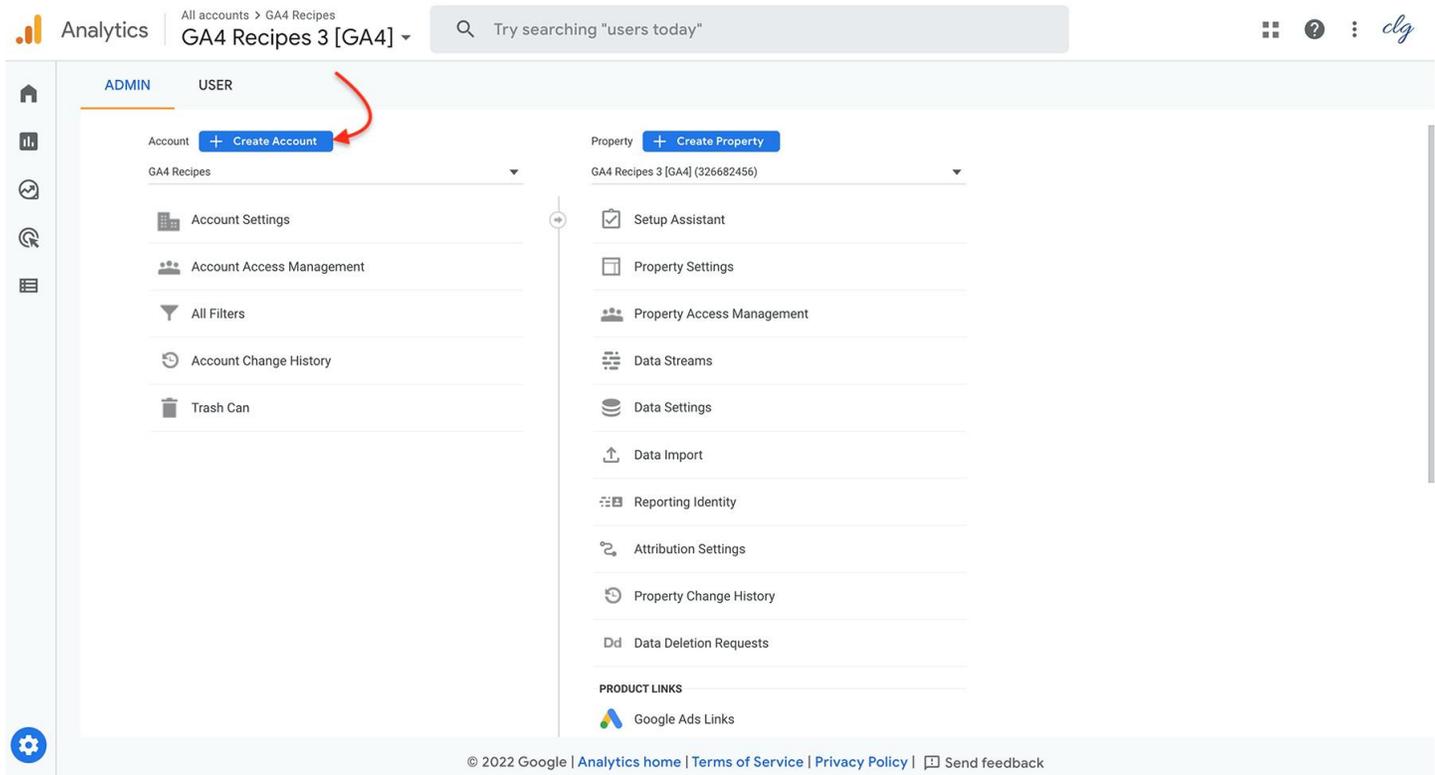
USERS PER MINUTE

TOP COUNTRIES: United States (1)

Recently viewed: Admin (today), Data Streams (today)

Home page of last open account

To open a new Analytics account, you need to look for the gear icon at the bottom of the left sidebar. That will take you to the Admin page.



“Create Account” from the Admin view

Look for the blue button that says “Create Account.” When you click on it, you’ll be taken to the Account Setup page (see figure above).

Name your new account after your business.

To avoid being contacted by “Account Specialists,” unclick that box under the Data Sharing options.

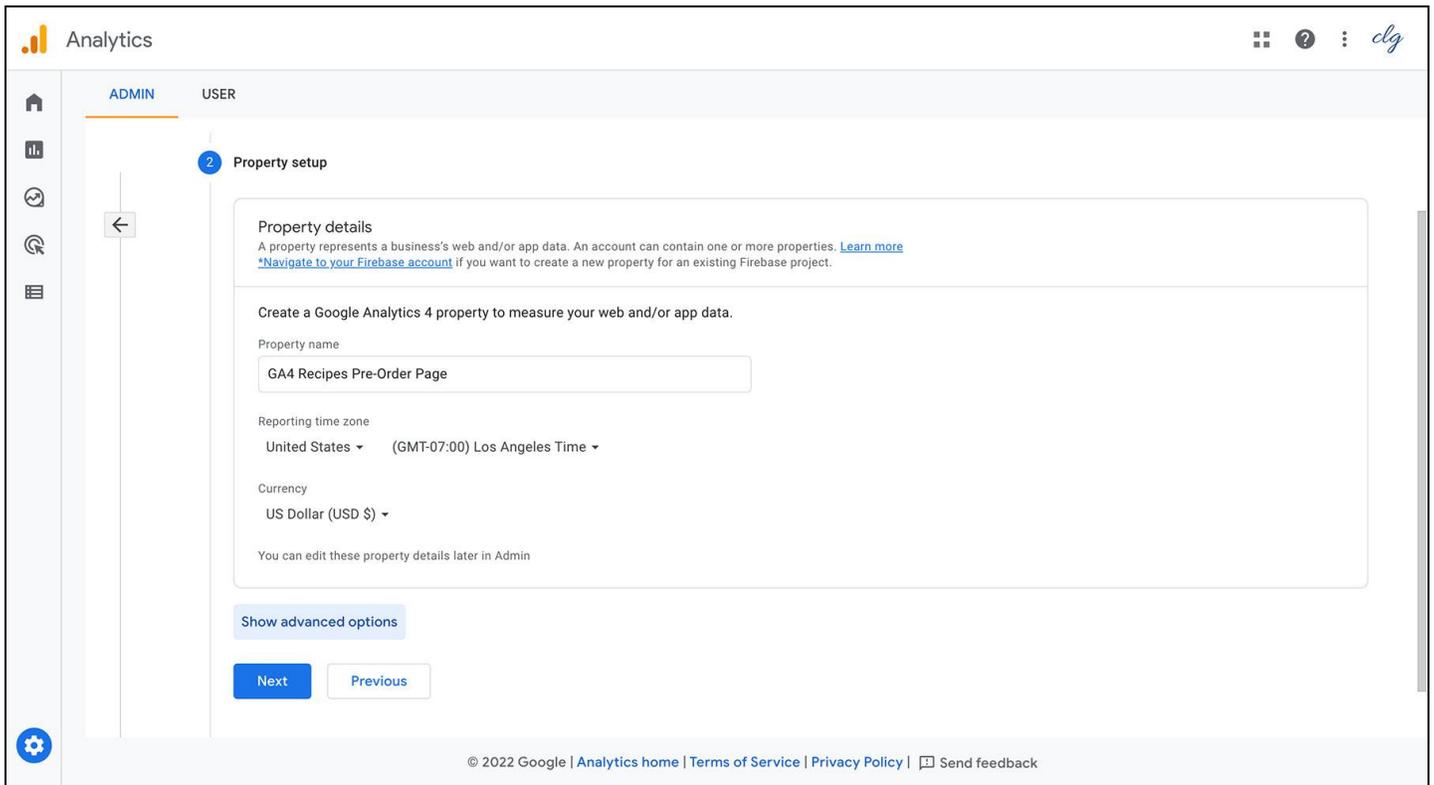
Click “Next.”

Step 2: Set Up a New Property

Have your property name describe what you’ll be measuring. For example, “GA4 Recipes Pre-Order Page,” or “Business Name Website.”

Next, answer the questions about the time zone you’re in and the currency you would use if you ever start measuring payments from the website.

Click “Next.”



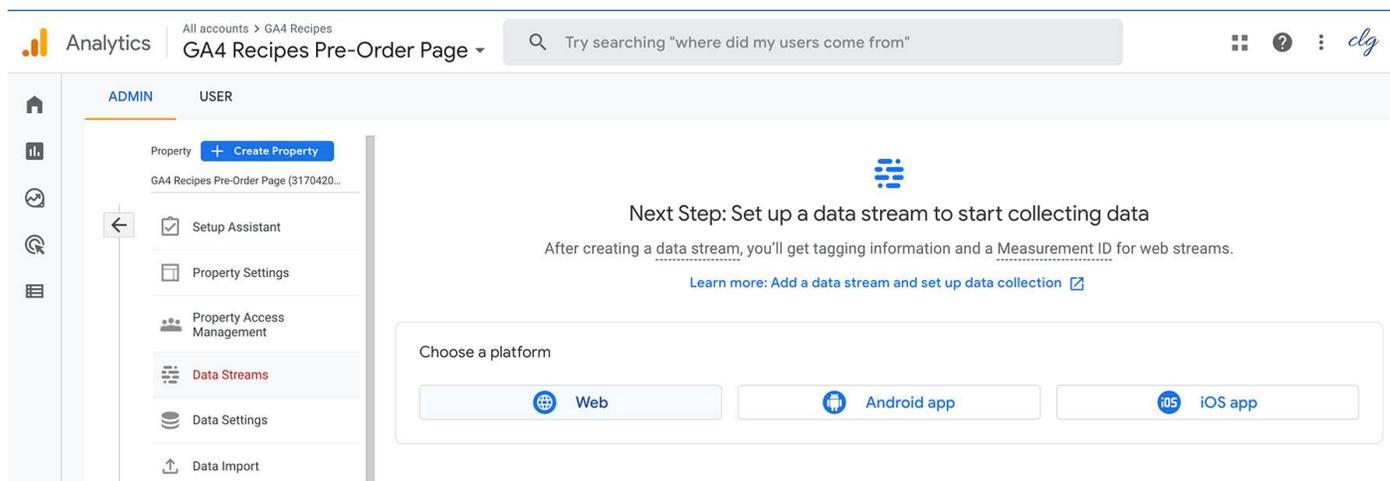
Property Setup page

Step 3: Answer Some Questions About Your Business

The next page asks questions about your business so Google can tell you how your property is doing compared to similar businesses. Answer these questions, accept Google's Terms & Conditions, then click "Next."

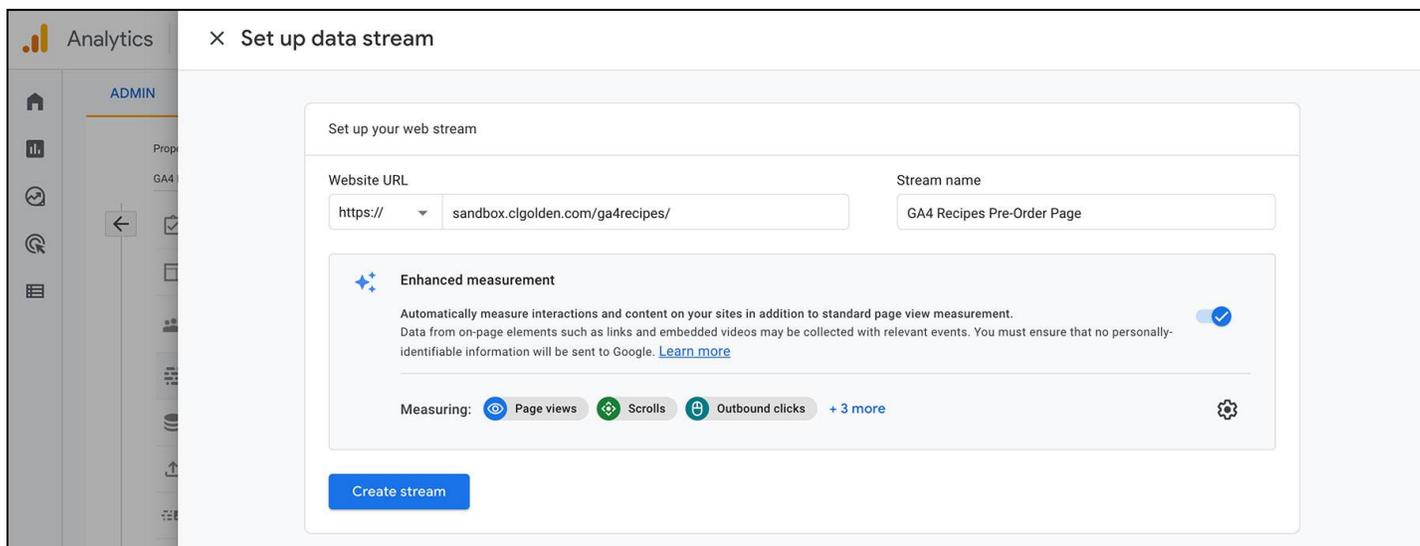
Step 4: Setup a Data Stream

Choose “Web” as your data stream.



Choose a type of platform to measure

Choose “Web” as your data stream. You will be taken to the set up page.



Web Stream Setup page

Enter the domain name of your website, and make up a “Stream Name.”

Then click “Create stream.” You will be taken to the “Web stream details” page.

Make sure “Enhanced measurement” is checked.

Step 5: Get Tagging Instructions

You can get your “Tagging instructions” by clicking the orange button at the top right, or by scrolling down to “View tag instructions.”

× Web stream details ⋮

⚠ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. View tag instructions

Stream details ✎

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
GA4 Recipes 4 [GA4]	https://ga4-four.netlify.app/	4126601381	G-NHH3BY9D6Z 📄

Events

★ **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 ⚙

🔗 **Modify events**

Modify incoming events and parameters. [Learn more](#) ➤

🔗 **Create custom events**

Create new events from existing events. [Learn more](#) ➤

🔗 **Measurement Protocol API secrets**

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#) ➤

Google tag

🔗 **Configure tag settings**

Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#) ➤

↔ **Manage connected site tags**

Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#) 0 connected ➤

📄 **View tag instructions** No data received ➤

Get instructions for how to implement your Google Tag for this data stream. [Learn more](#)

Web stream details page

You'll see two options, “Install with a website builder” and “Install manually.” For this book, I'll run through the instructions for the latter.

Install your Google tag

You can use a website builder to finish set up automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder

Install manually

If you manage your site using one of the website builders listed below, you can finish setting up your Google tag without making changes to your code.

1. Select your website builder



Don't see your website builder? Click here to [learn more](#) or [install manually](#).

Installation instructions

You can use the 'copy' icon to get the code.

Install your Google tag

You can use a website builder to finish set up automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder

Install manually

Install the Google tag manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-NHH3BY9D6Z"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-NHH3BY9D6Z');
</script>
```



Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.

[Learn More](#)

Global tag script

Step 6: Set Up the Global Tag on Your Website

There are so many different platforms on which a business can have a website, this little booklet can't cover them all. This section provides an overview and a few tips to consider.

Your best resource is first, [Google's Documentation](#) and next, the Support Documentation of the platform you're using.

Under the hood, every single web page has two main parts, a 'head' and a 'body.' The Global site tag needs to get into the 'head' part.

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="UTF-8" />
    <meta http-equiv="Cache-control" content="no-cache" />
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <link rel="icon" type="image/png" sizes="16x16" href="img/favicon.png" />
    <title>Google Analytics 4 Recipes</title>
    <link rel="stylesheet" href="css/main.css" />

    <!-- Global site tag (gtag.js) - Google Analytics -->
    <script
      async
      src="https://www.googletagmanager.com/gtag/js?id=G-Q1X82JFT7Q"
    ></script>
    <script>
      window.dataLayer = window.dataLayer || [];
      function gtag() {
        dataLayer.push(arguments);
      }
      gtag("js", new Date());

      gtag("config", "G-Q1X82JFT7Q");
    </script>
  </head>
  <body>
    <div class="pageWrapper">
      <header>
        <div class="container">
          <h1>GA4 Recipes</h1>
          <p class="tagline">Easy Custom Reports for Google Analytics 4</p>
        </div>
      </header>
```

Webpage code showing Google's Global site tag

If you are an Analytics Professional or Tech Assistant, you probably know how to insert this code. If you need to hire someone to do this, you'll need to give them access to some of your accounts. So be sure to vet them well and be prepared to change your passwords once the task is done.

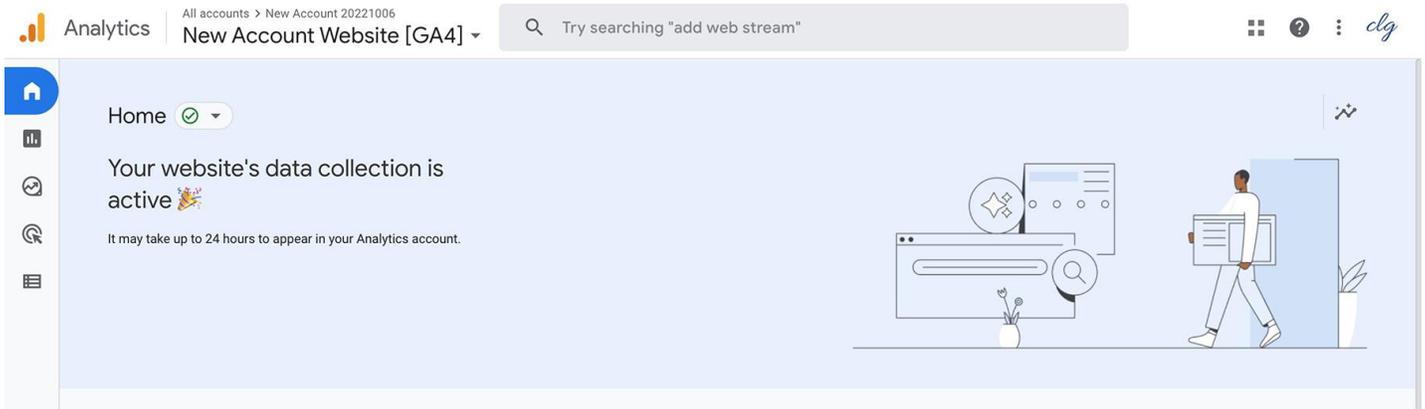
If you are using one of the DIY web builders like WiX, SquareSpace or WordPress.com, there will be a setting somewhere that lets you insert the 'G-xxxxxxx' ID. Their Support Docs or Support Team will be able to help you.

If you have your own WordPress.org site (this is different from WordPress.com), you can put the script tag in the files of a child or custom theme (your developer will know what this means).

I highly recommend that you keep WordPress plugins to a minimum for both performance and security. But if you must use a plugin, try the [“Insert Headers and Footers by WPBeginner.”](#)

Step 7: Verify Setup

Once you have the GA4 code set up on your website, go back to the Home page of the account. Give it a few minutes and you should see a panel that says “Your website’s data collection is active.”



Home page of your Analytics Account property

There’s a 24-hour lag time for the graph data, but in the meantime, you can see your activities on the site in the panel “USERS IN LAST 30 MINUTES.”

Get some initial traffic

Open a new tab, or a new browser window and go to your website. After a few minutes, Analytics will show you a new user in ‘realtime’, in the chart labeled “USERS IN LAST 30 MINUTES.”

Cool!

Ask some friends or family to go to your website and see how that shows up the next day.

