Checklist: Connect Google Analytics To Your Website
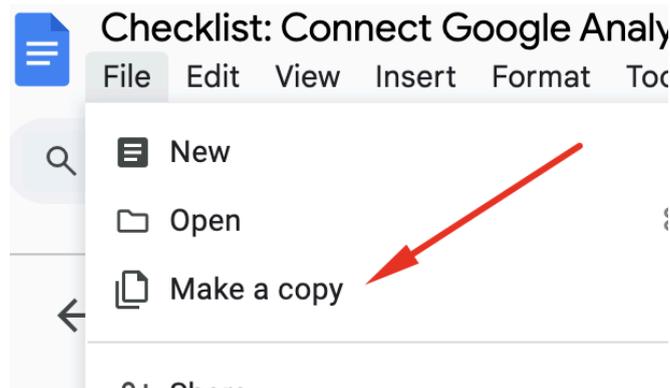
✅ **1. Set Up Google Analytics**

Task: Log into or create a Google Analytics account

☐ Visit analytics.google.com

☐ Log in or create a new account

☐ Go to **Admin > Data Streams**

☐ Click **Add Stream** and choose **Web**

☐ Enter your website URL (remove "https://" if already included)

☐ Name the stream (e.g., "Landing Page Demo")

☐ Click **Create and Continue**

☐ **Skip the tag instructions** — you'll use Tag Manager instead

---

✅ **2. Set Up Google Tag Manager**

Task: Create a Google Tag Manager account

☐ Go to tagmanager.google.com

☐ Click **Create Account**

☐ Name your account and container (use your website name)

☐ Choose **Web** as the target platform

☐ Accept terms and create account

✅ **3. Install Tag Manager on WordPress**

Task: Add GTM code snippets to your WordPress site

☐ Log into your **WordPress dashboard**

☐ Go to **Plugins > Add New**

☐ Search for **"WPCode"** (aka "Insert Headers and Footers")

☐ Install and activate the plugin

☐ In the sidebar, go to **Code Snippets > Header & Footer**

☐ **Copy the HEAD code** from GTM → paste into Header section

☐ **Copy the BODY code** from GTM → paste into Body section

☐ Click **Save Changes**

✅ **4. Verify Google Tag Manager Installation**

Task: Confirm that GTM is active on your site

☐ In GTM, click **Preview**

☐ Enter your domain and click **Connect**

☐ Tag Assistant will open in a new tab

☐ Look for a ✅ (tick mark) to confirm it's connected

☐ Check that **Tag Assistant** shows the connection was successful

---

✅ **5. Add Google Analytics Tag to GTM**

Task: Create a GA4 tag in Tag Manager

☐ In GTM sidebar, go to **Tags > New**

☐ Name the tag (e.g., "GA4 Configuration")

☐ Click pencil icon to configure tag type

☐ Choose **Google Tag**

☐ Paste in your **Measurement ID** from Analytics

☐ Under **Triggering**, choose **All Pages**

☐ Save the tag

✅ **6. Preview and Test Your Tag**

Task: Make sure your Analytics tag is firing correctly

☐ In GTM, click **Preview**

☐ Enter your site URL again

☐ In Tag Assistant, confirm that your **GA4 Configuration Tag** fired

☐ Check page load behavior and tag firing order if needed

✅ **7. Publish Changes in Tag Manager**

Task: Finalize your tag setup

☐ In GTM, click **Submit**

☐ Name your version (e.g., "Installed Tag")

☐ Click **Publish**

✅ **8. Link Google Analytics to Google Ads**

Task: Connect GA4 to Google Ads account

☐ In Google Analytics, go to **Admin > Product Links**

☐ Choose **Google Ads**

☐ Select your Google Ads account

☐ Click **Confirm**