

STEP-BY-STEP GUIDE · ANALYTICS

HOW TO INSTALL GOOGLE ANALYTICS 4 AND SEARCH CONSOLE ON **YOUR WEBSITE**

Google Analytics 4 (GA4) shows what people do once they're on your website. Search Console shows how your site appears in Google Search before anyone clicks. They're both free, and together they answer the big question: is my website bringing in business?

By **Jack Easterbrook** 11 steps 10 min read Updated September 2026



BEFORE YOU START

- ☐ A Google account, ideally a business one you'll keep long term
- ☐ Admin access to your website (WordPress, Shopify, Wix, Squarespace...) or your web developer's help
- ☐ Optional: access to your domain's DNS settings, for the best Search Console setup
- ☐ About 30 minutes

Good to know: Set these up on a business account and add colleagues (or your agency) as users. Never share one login: if that person leaves, the data can leave with them.

THE STEPS TICK EACH ONE OFF AS YOU GO

PART 1 **GOOGLE ANALYTICS 4**

1

Create your Analytics account

Go to analytics.google.com and click Start measuring. Name the account after your business.

☐

DONE

2

Create a property

Give it a name, then set the reporting time zone to United Kingdom and the currency to British pound.

☐

DONE

3

Add your business details

Pick your industry, business size and what you want to use Analytics for. GA4 uses this to tailor its default reports.

☐

DONE

4

Add a web data stream

Choose Web, enter your website address and a stream name, and leave enhanced measurement switched on. It tracks things like scrolls, outbound clicks and file downloads for you.

☐

DONE

5

Copy your Measurement ID

In Admin → Data streams, open your stream and copy the Measurement ID. It starts with G-.



DONE

6

Install the Google tag

WordPress: the free Site Kit by Google plugin connects GA4 (and Search Console) for you. Shopify: connect GA4 through the Google & YouTube app. Wix and Squarespace: paste your Measurement ID into their built-in Google Analytics setting. Anything else: paste the Google tag code straight after the opening <head> tag on every page, or use Google Tag Manager.



DONE

7

Check it's working

Open your site in another tab, then look at Reports → Realtime in GA4. Data can take up to 30 minutes to start showing.



DONE

8

Mark your key events

Tell GA4 which actions matter (enquiry forms, calls, bookings, sales) by marking them as key events. This is the bit most setups miss.



DONE

PART 2

SEARCH CONSOLE

9

Add your site to Search Console

Go to search.google.com/search-console and add a property. Domain covers every version of your site (www, non-www, http and https) and is verified with a DNS record at your domain provider. URL prefix covers one exact address and can be verified with an HTML file, an HTML tag, Google Analytics or Tag Manager.



DONE

10

Submit your sitemap

In Sitemaps, enter your sitemap address. WordPress usually uses /wp-sitemap.xml, or /sitemap_index.xml with Yoast or Rank Math. Shopify uses /sitemap.xml. Data starts appearing within a few days.



DONE

11

Link Search Console to GA4

In GA4, go to Admin → Product links → Search Console links → Link, then choose your property and web stream. You'll need Editor access in GA4 and to be a verified owner in Search Console. The reports appear around 48 hours later.



GA4 OR SEARCH CONSOLE: WHICH DOES WHAT?

Search Console covers everything before the click: the searches you appear for, impressions, clicks, average position and any problems Google has indexing your pages. GA4 covers everything after the click: where visitors came from, which pages they view and which key events they complete.

BEST-PRACTICE TIPS

A

One tag, once

Don't install GA4 through a plugin and by hand. Double tags mean double-counted visits.

K

Keep data for longer

GA4 keeps detailed data for 2 months by default. Change it to 14 months in Admin → Data retention.

Q

Filter out yourself

Define internal traffic so your own visits (and your team's) don't skew the numbers.

J

Respect consent

In the UK, analytics cookies need consent. Make sure your cookie banner and Google's Consent Mode are set up properly.

10

Track what matters

Visits are nice. Enquiries, calls, bookings and sales pay the bills. Make those your key events.

9

Check in monthly

Look at Search Console's Performance report and GA4's traffic and key events once a month, not once a year.

QUESTIONS, ANSWERED

Are GA4 and Search Console free?

Yes, both are free Google tools.

I had the old Google Analytics. Do I need to do anything?

Yes. Universal Analytics stopped collecting data in 2023, so if you haven't set up a GA4 property, your site isn't being measured.

Domain or URL-prefix property?

Domain if you can add a DNS record: it covers every version of your site. URL prefix is quicker if you already have GA4 or Tag Manager on the site.

How long before I see data?

GA4 can show visits within about 30 minutes. Search Console data usually appears within a few days, depending on how Google has indexed your site.



Written by Jack Easterbrook

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Sources

- Set up Analytics for a website (Analytics Help): <https://support.google.com/analytics/answer/9304153>
- Add a website property (Search Console Help): <https://support.google.com/webmasters/answer/34592>
- Link Search Console to Google Analytics (Analytics Help): <https://support.google.com/analytics/answer/10737381>

The online version of this guide, with any updates, is at jaedigital.co.uk/advice/install-ga4-search-console/.

got stuck? no shame in it

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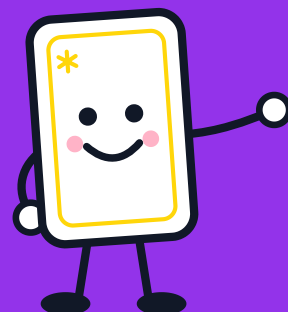
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