# Step-by-Step Guide: How to Set Up Google Tag Manager with Google Analytics

## What You'll Need

Before we begin, make sure you have:

- A Google Tag Manager account

- A Google Analytics account (preferably GA4)

- Access to your website's code or CMS (like WordPress, Shopify, etc.)

## Step 1: Create a Google Tag Manager Account

1. Go to https://tagmanager.google.com

2. Click "Create Account"

3. Enter Account Name and Container Name, choose 'Web'

4. Accept the terms

You'll receive code snippets to install on your site.

## Step 2: Create a Google Analytics 4 Property

1. Visit https://analytics.google.com

2. Go to Admin > Create Property

3. Enter property details

4. Under Data Streams, select Web and enter your site URL

5. Copy the Measurement ID (e.g., G-XXXXXXXXX).

## Step 3: Add GA4 to Google Tag Manager

1. In GTM, go to Tags > New

2. Choose 'Google Analytics: GA4 Configuration'

3. Paste your Measurement ID

4. Set trigger to 'All Pages' and save

# Step-by-Step Guide: How to Set Up Google Tag Manager with Google Analytics

## Step 4: Preview & Test Your Setup

1. Use Preview in GTM and open your website

2. Use Tag Assistant to confirm GA4 tag fires

3. In GA4, check Realtime reports to verify tracking

## Step 5: Publish Your Tag

1. Return to GTM dashboard

2. Click Submit, name the version, and publish

Your site is now tracking GA4 via GTM!

## Pro Tips

- Use triggers and variables for events like button clicks

- Install the Google Tag Assistant Chrome extension

- Set up GA4 from scratch if migrating from Universal Analytics

## Advantages of Using GTM with GA4

- No code editing required

- Easily manage multiple tracking tags

- Built-in version control

- Scales well for agencies or large sites

## Final Thoughts

Using GTM to deploy Google Analytics is smart and scalable.

It saves time, enhances flexibility, and is best practice.

Need help? Crossmedia can handle your tracking setup for you!