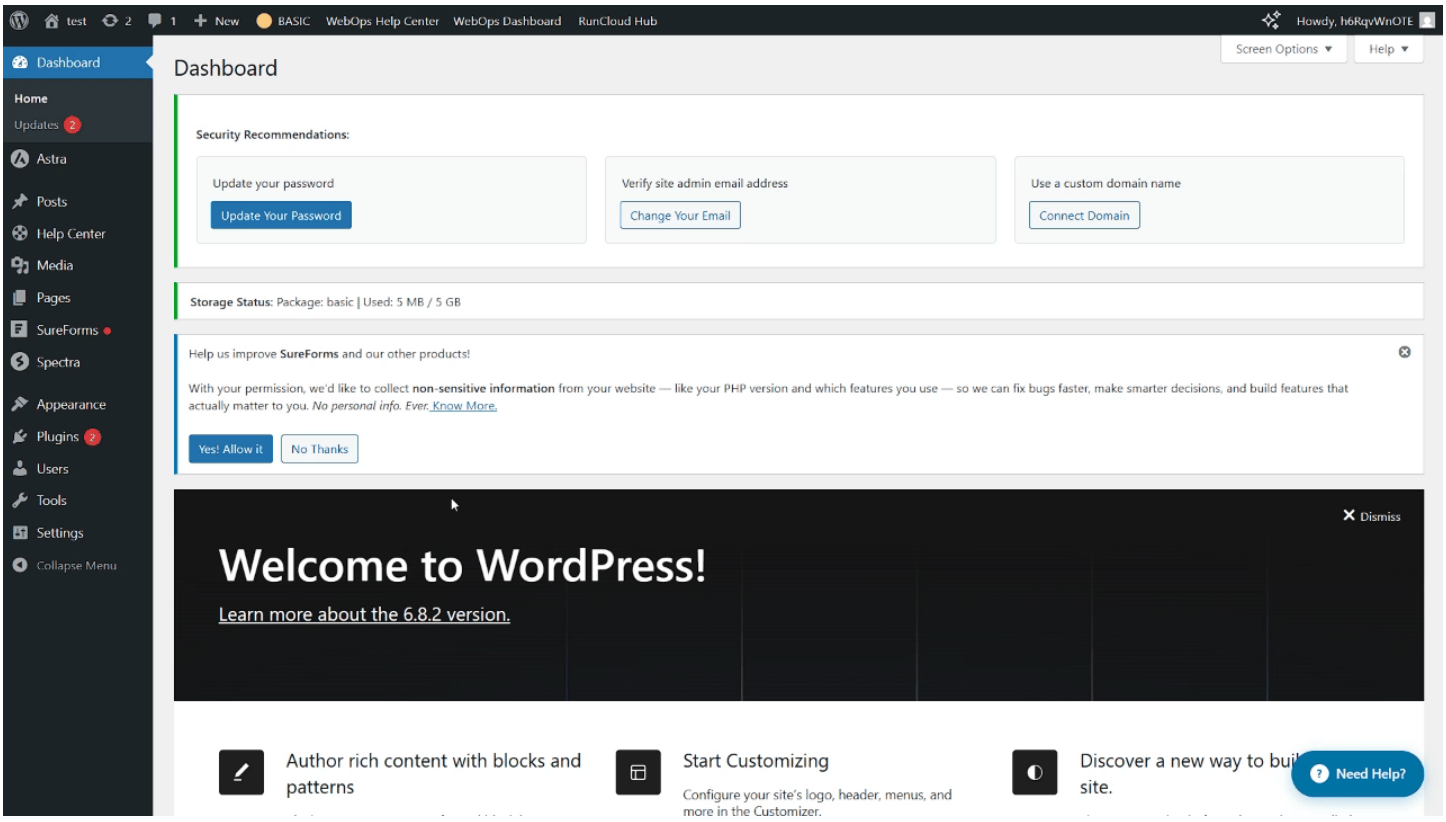
How to Connect Google Analytics to Your Website

Analytics & Marketing · https://thewebops.com/help-center/analytics-marketing/how-to-connect-google-analytics-to-your-website/

In this Article

1. Install and activate the GA Google Analytics plugin
2. Locate your Measurement ID in Google Analytics, add it to wordpress
3. Verify tracking is working

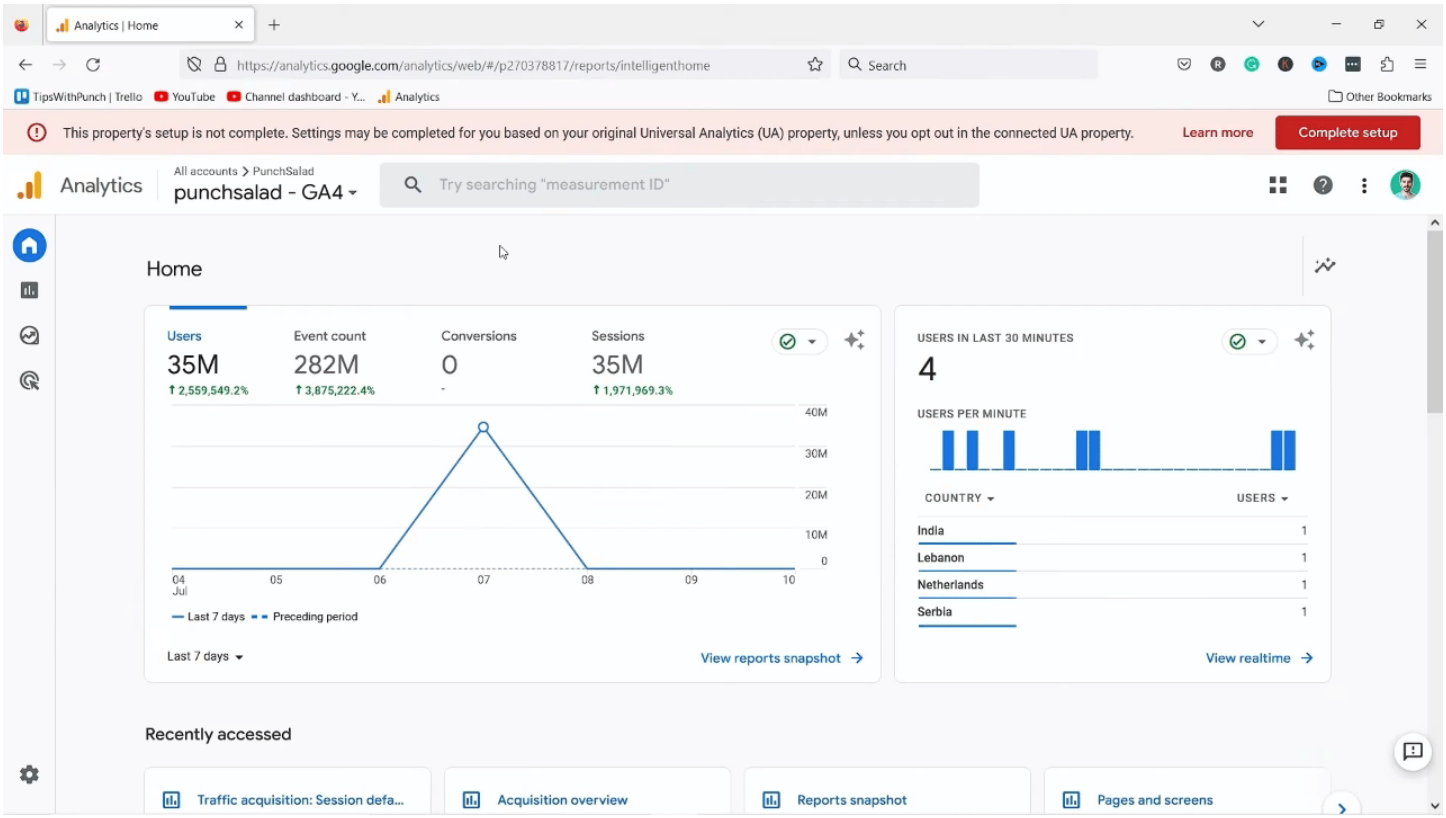
1. Install and Activate the GA Google Analytics Plugin



1. In your WordPress dashboard, go to **Plugins > Add New**.
2. Search for **GA Google Analytics - Connect Google Analytics to WordPress**.

3. Click **Install Now**, then **Activate**.
4. Navigate to **Settings > Google Analytics.**
5. Click on the tab "Plugin Settings".

2. Locate Your Measurement ID in Google Analytics



1. Log in to Google Analytics.
2. Make sure you are using a **GA4 property**.
3. In the Search bar above search for "**Measurement ID**".
4. You'll see a **Measurement ID** starting with `G-XXXXXXX`.
5. Copy this ID.
6. Go back to your WordPress dashboard.
7. Paste your Measurement ID into the field provided.
8. Save changes.

3. Verify Tracking Is Working

1. In Google Analytics, open the **Realtime report**.

2. Visit your website in another tab.
3. If tracking is connected correctly, you should see your visit appear in the report within seconds.

Quick Recap

- **Step 1:** Install and activate the GA Google Analytics plugin.
- **Step 2:** Copy your Measurement ID from GA4 paste it in wordpress.
- **Step 3:** Verify using the Realtime report in Analytics.

Pro Tips

- Always double-check you're in the right GA property (GA4, not the old UA).
- If Realtime doesn't show your visit immediately, wait a few minutes or clear your cache.
- Keep the plugin updated to avoid compatibility issues.