

AdvertisingGrant

Google Analytics Guide

Google Analytics is a free service offered by Google that tracks and reports website traffic. In order to effectively manage your Google Ads, PWI will need to be given access to your Google Analytics account. We make this connection so we can create conversions centered on your goals and analyze additional user data to make adjustments in Google Ads and provide web feedback. It is also a requirement from Google to connect Google Analytics to Google Ads for conversions. Check out all the [Google Ad Grant requirements](#).


We have heard from nonprofits that setting up Google Analytics can be difficult, so we created the following guide to help. Simply follow the steps provided and then share access with our team once completed.



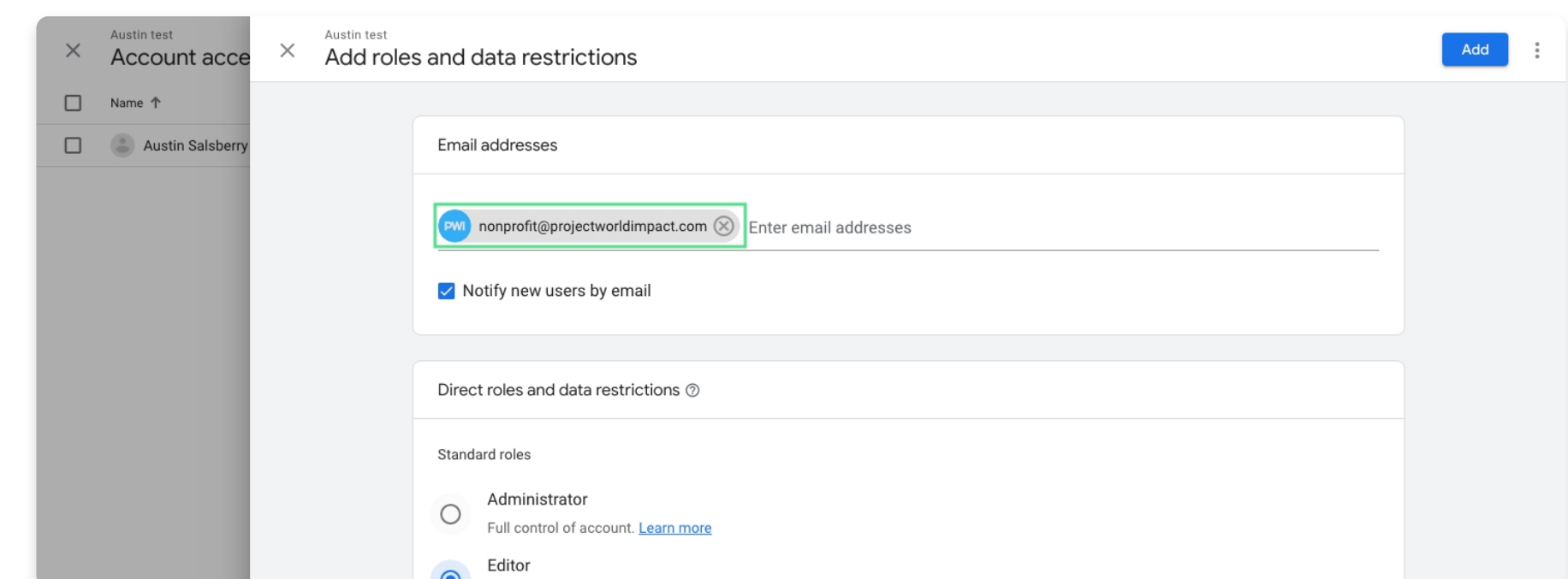
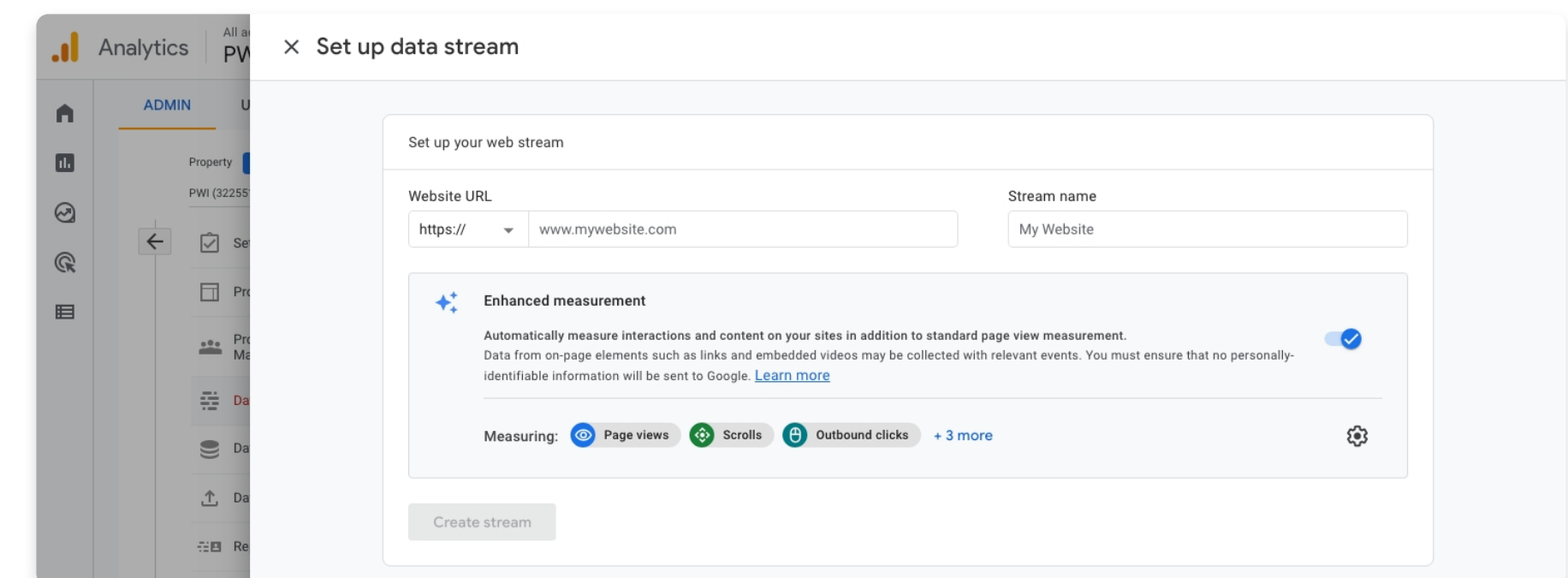
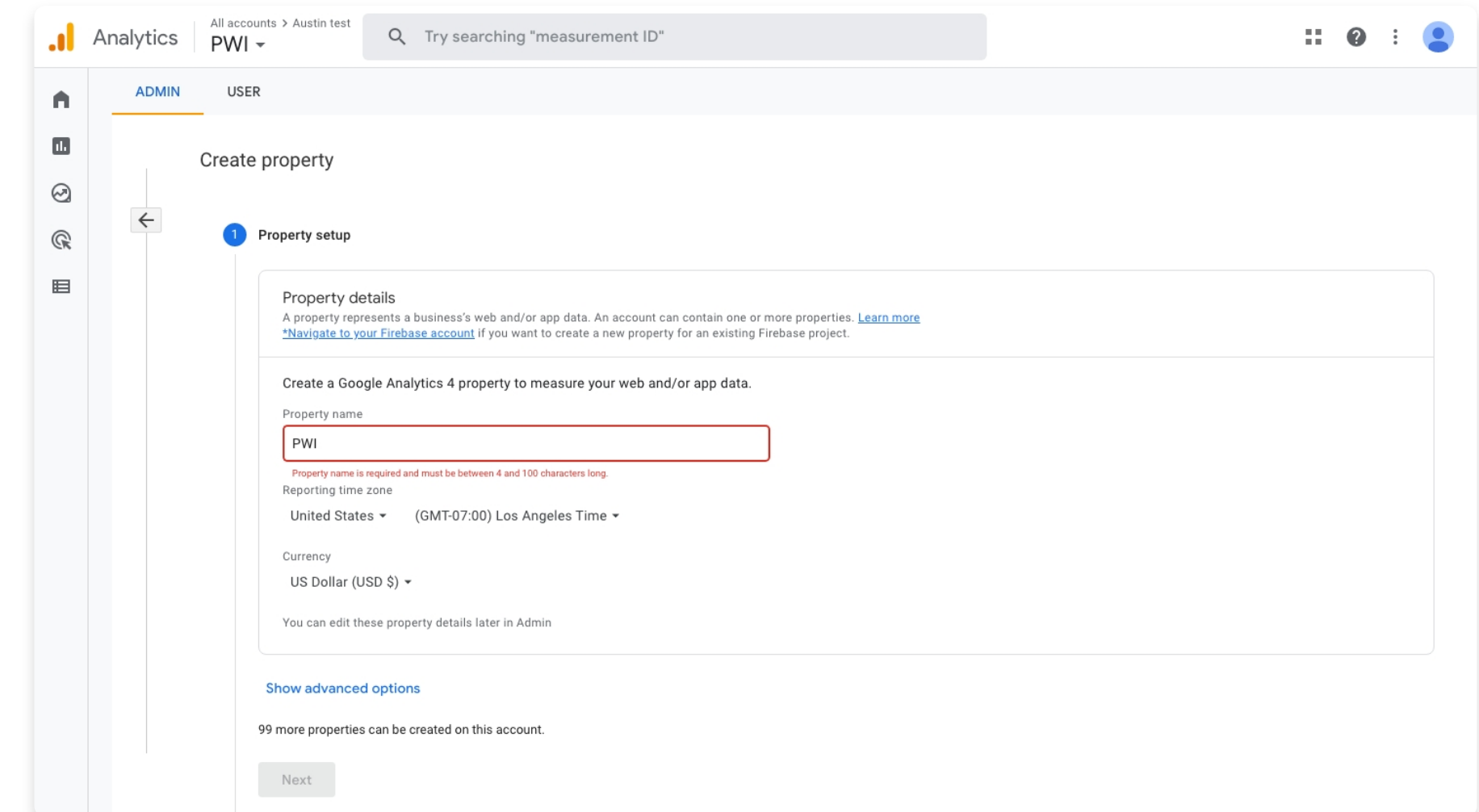
Step 1: New Account Creation

If you already have a Google Analytics account, you can skip to step 2. Go to <https://analytics.google.com/> and sign in with your Google Account. Click **“Start Measuring”**.

1. Account Setup: Name your account. We suggest simply putting in the name of your organization. Click **“Next”**.
2. Property Setup: Insert a property name. You can again simply put your organization’s name.
3. About your business: Answer the basic organization questions and select all applicable checkbox items for how Google Analytics is intended to be utilized. Click **“Create”**.
4. Accept the Google Analytics Terms of Service Agreement.
5. Data Stream: Upon accepting the terms, you should be taken directly to the Data Stream section. If not, follow steps to get below.


Click on the **gear symbol**  in the bottom left corner of your Analytics account to view the Admin settings. Click **“Data Streams”** under the Property settings.

Select **“Web”** and enter your organization’s web domain and stream name. Ensure ‘Enhanced measurement’ is on and select **“Create Stream”**.



Step 2: Link Your Website

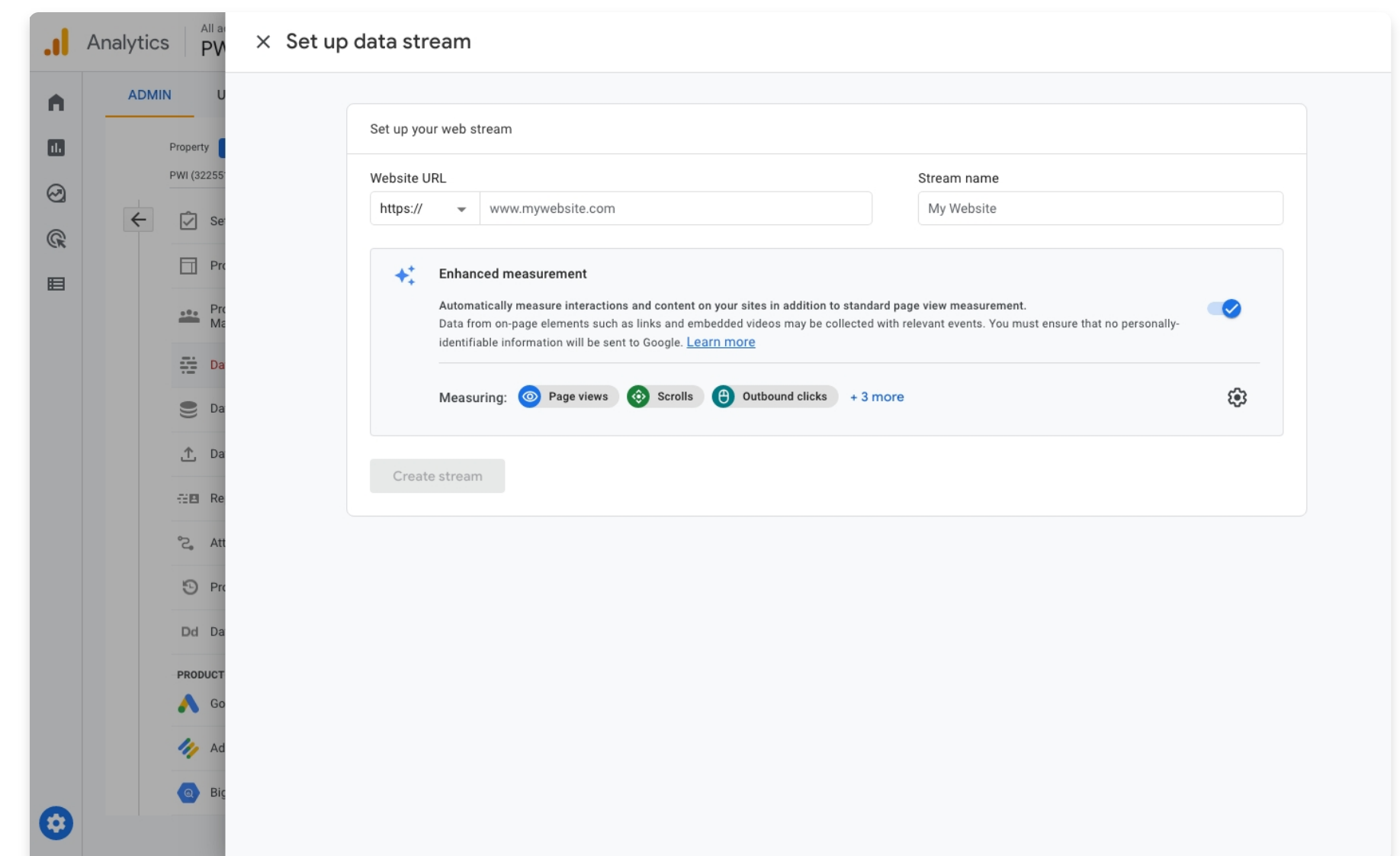
1. Data Stream: Upon accepting the terms, you should be taken directly to the Data Stream section. If not, follow steps to get there below.

a. Click on the **gear symbol**  in the bottom left corner of your Analytics account to view the Admin settings.

b. Click **“data streams”** under the Property settings.

2. Select Web and enter your organization’s web domain and stream name. Ensure ‘Enhanced measurement’ is on and select Create Stream.

3. Copy or save your measurement ID, you’ll need this in the next step. G-XLZH2249R1 is an example of a measurement ID.



Step 3: Tracking

1. In order for your Google Analytics to track data, you need to integrate a tracking code/ID in your website backend. If you are utilizing WordPress, Wix, Weebly, or SquareSpace, it's best to utilize Google Tag Manager (GTM) and the plugins available to you that will handle code integration. [Click here](#) for instructions on setting up your Google Tag Manager container.

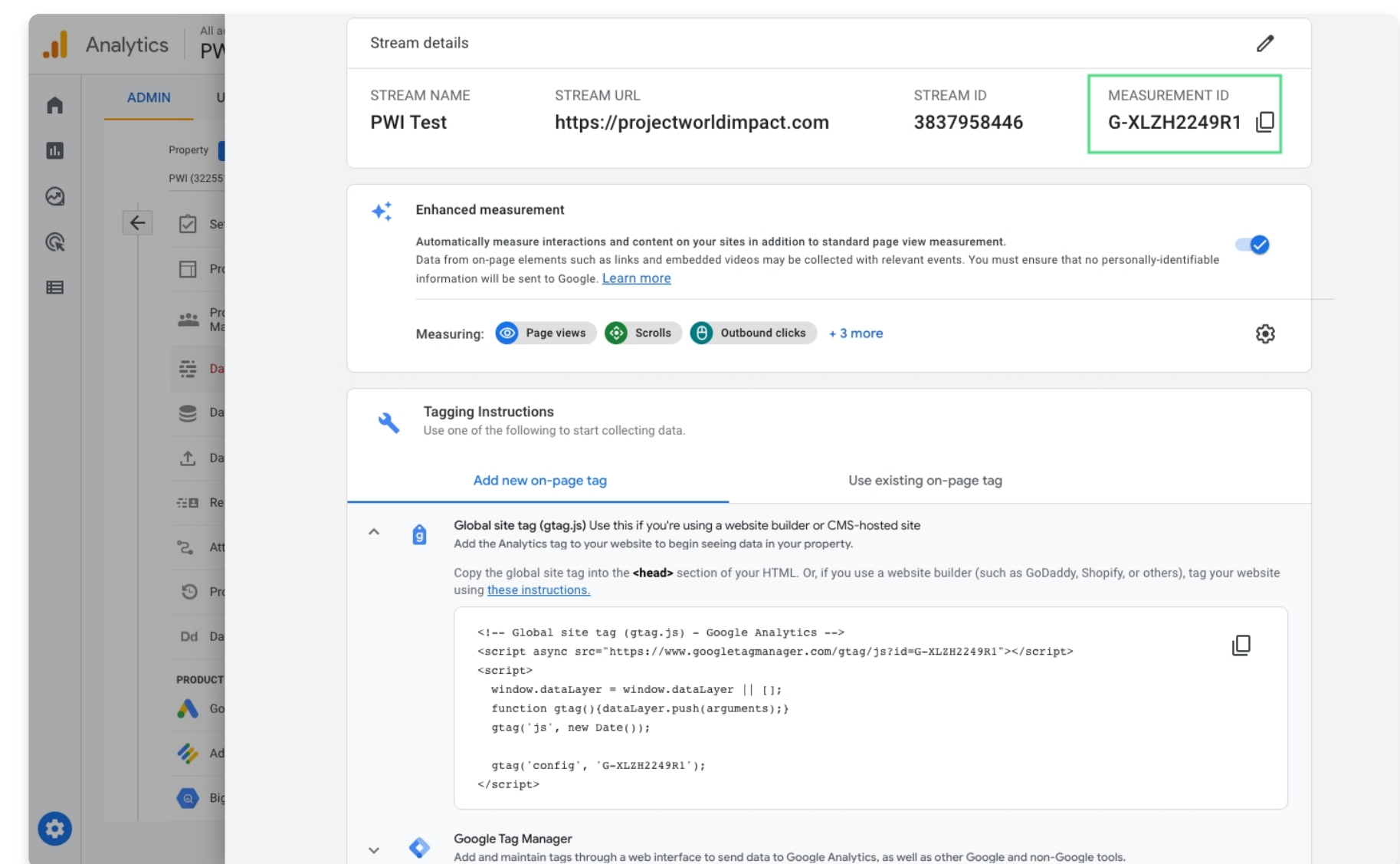
a. You can confirm the code is integrated correctly by using [Google Tag Assistant Legacy](#).

2. Once your GTM container is set up and tracking, visit your container workspace. Select **“Create New Tag”**.

3. Next, select ‘Tag Configuration’ followed by ‘Google Analytics: GA4 Configuration’. Enter the measurement ID from the step prior.

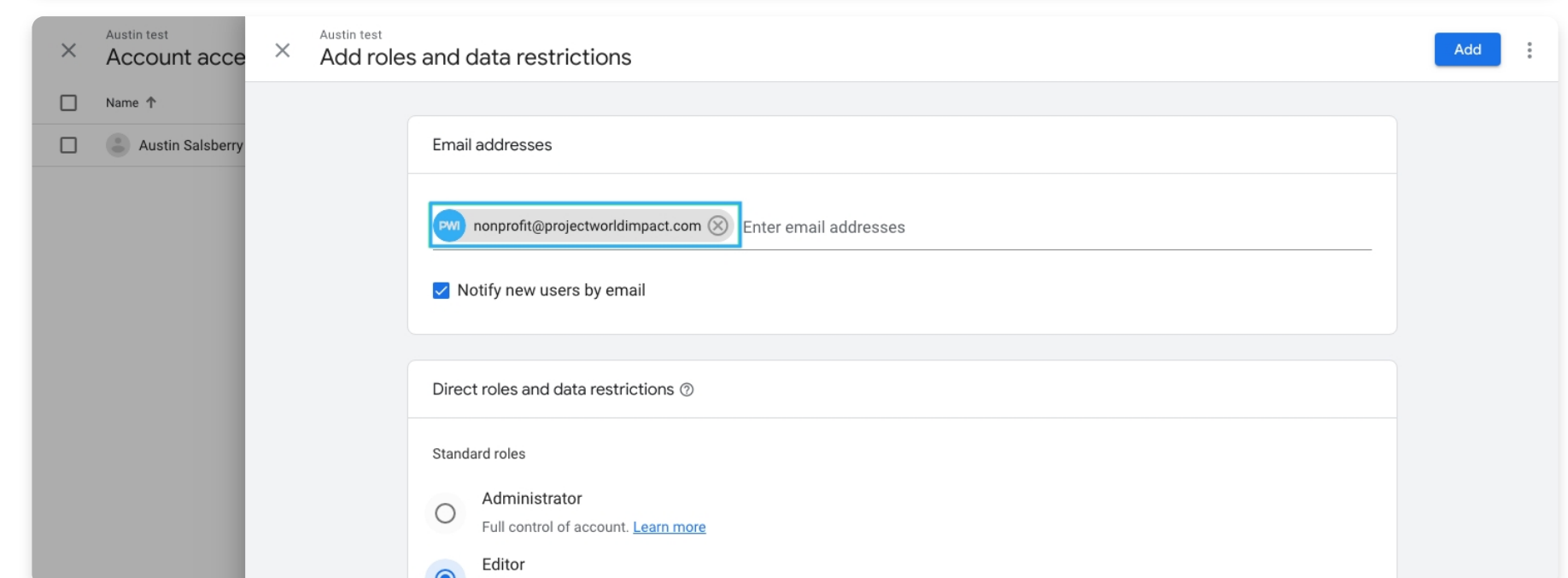
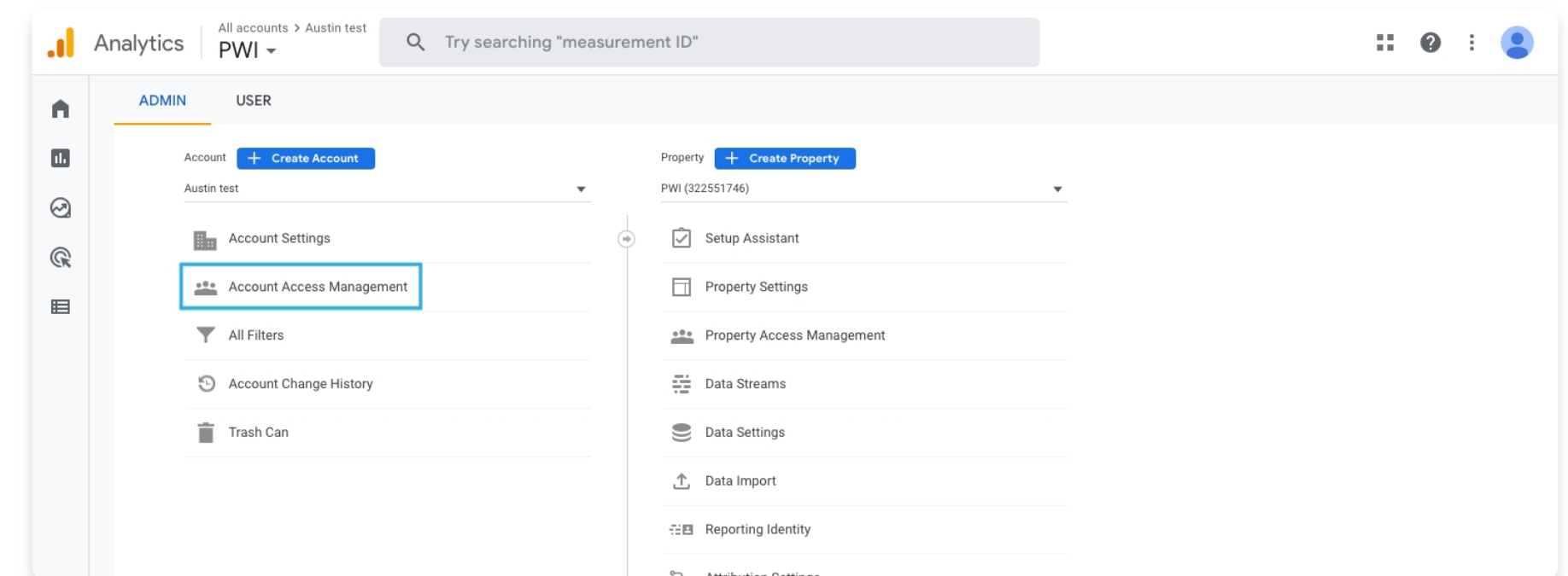
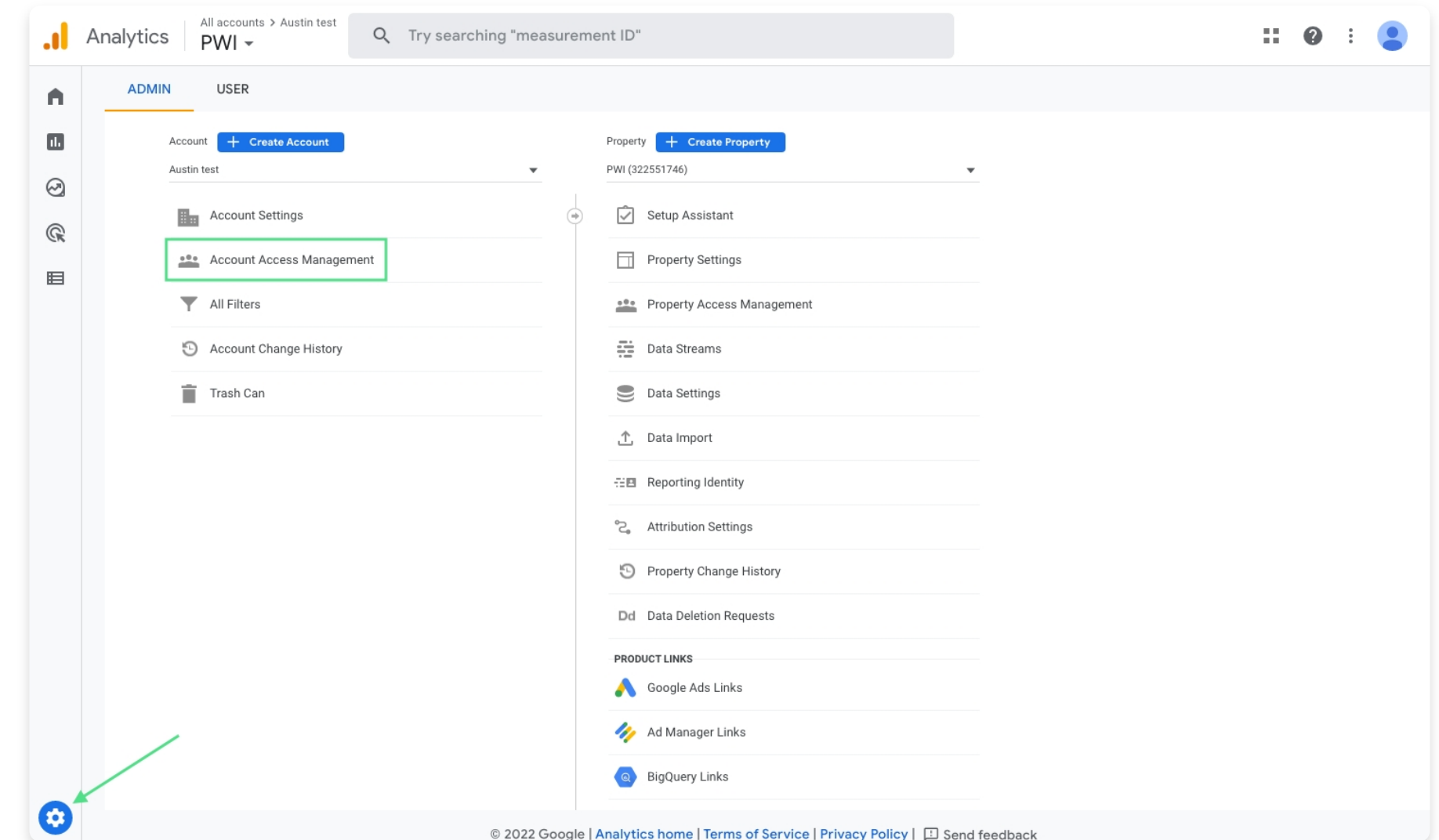
4. Triggering: Select triggering followed by ‘All Pages’ once redirected.

5. Finally, hit save in the upper right hand corner. Your GA4 property will start tracking but may take 24 hours to finalize.



Step 4: Account Access

1. Log on to <https://analytics.google.com/>.
2. Click on the **gear symbol** ⚙️ in the bottom left corner to view your Admin settings.
3. Click on the **Account Access Management** button in the first column.
4. Click on the **plus symbol** ⊕ in the upper right corner of the screen.
5. Select “Add Users”.
6. In the section that says “enter email addresses” enter nonprofit@projectworldimpact.com.
7. Select the boxes next to Edit, Collaborate, and Read & Analyze. We do not need the Manage Users permission.
8. Click “Add”. Feel free to email nonprofit@projectworldimpact.com if you have any questions. Thanks!



The logo features the words "Advertising Grant" in a bold, green, sans-serif font. The text is centered and overlaid on a circular graphic composed of short, green, radiating lines, resembling a sunburst or a loading spinner. A small green arrow is positioned at the bottom right of the circle, pointing towards the right.

Advertising Grant

The Nonprofit Success Team will be in touch with you if any additional steps such as tracking through code integration are required. If your ad focuses and/or desired user interactions have not been conveyed to our team yet, please email this information to nonprofit@projectworldimpact.com. Thanks!

