

How to create a Google Analytics account



How to create a Google Analytics account using your computer desktop

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Get essential customer insights.

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

Get started today

Step 1:
First, you'll have to visit the Google Analytics website and create an account by clicking the 'Get started today' button. Or, sign in to your current account.



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Analytics

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Account creation Property creation Business details Business objectives Data collection

Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

My New Account Name

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

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Analytics

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Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.

Property details

Property name (Required)
Tennis Test Club

Reporting time zone ②
Australia (GMT+11:00) Sydney Time

Currency
Australian Dollar (\$)

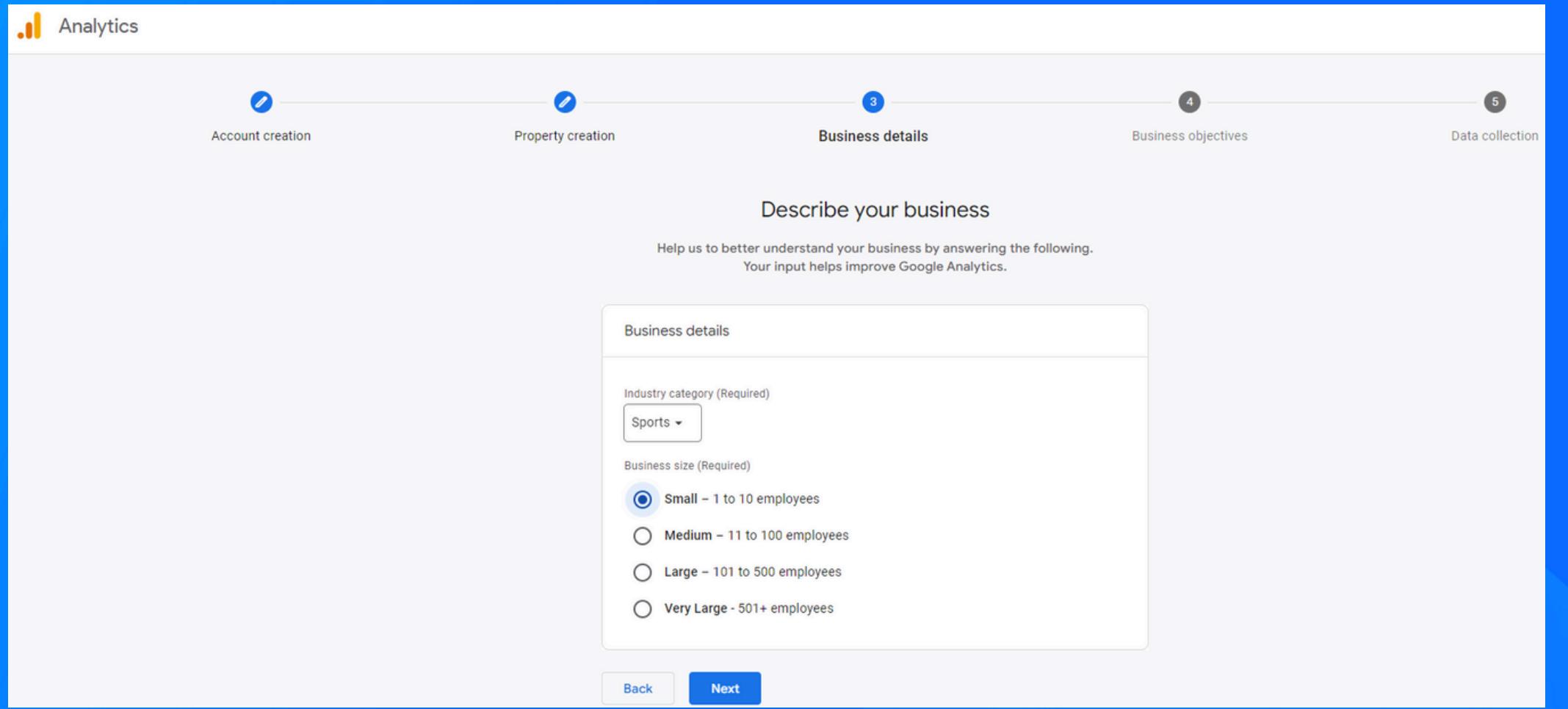
You can edit these property details later in Admin

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Step 2:
Enter an account name - this should be your business name. Keep all ticked boxes for 'Account Data Sharing Settings' as is. Click 'Next'.

Step 3:
Enter your 'Your business name, website'. Update the country, timezone and currency as well.

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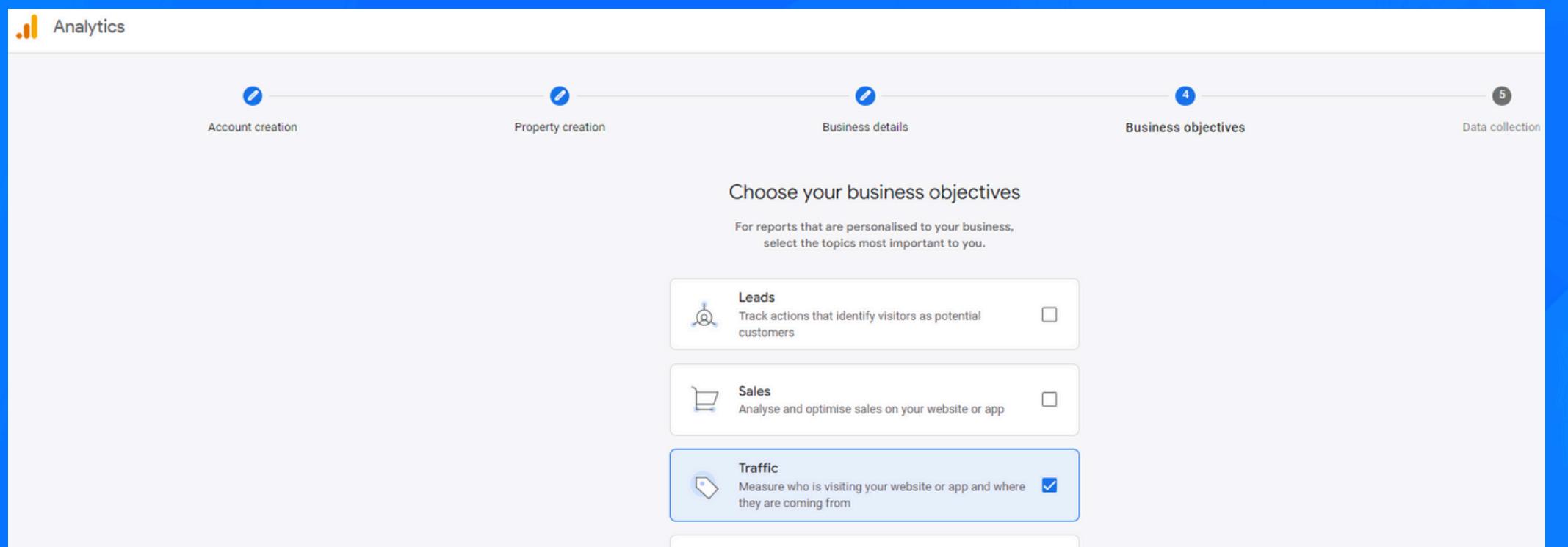
Business details

Industry category (Required)
Sports

Business size (Required)
 Small - 1 to 10 employees
 Medium - 11 to 100 employees
 Large - 101 to 500 employees
 Very Large - 501+ employees

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Choose your business objectives

For reports that are personalised to your business, select the topics most important to you.

Leads
Track actions that identify visitors as potential customers

Sales
Analyse and optimise sales on your website or app

Traffic
Measure who is visiting your website or app and where they are coming from

**Step 4:
Choose your
business type –
sports, and select
your business size.**

**Step 5:
Select 'Traffic'. Click
'Create'.**

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Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the Terms of Service agreement for your country/region.

Australia ▾

≡ Google Marketing Platform

Google Analytics Terms of Service

These Google Analytics Terms of Service (this "Agreement") are entered into by Google LLC ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the "Service").

BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT

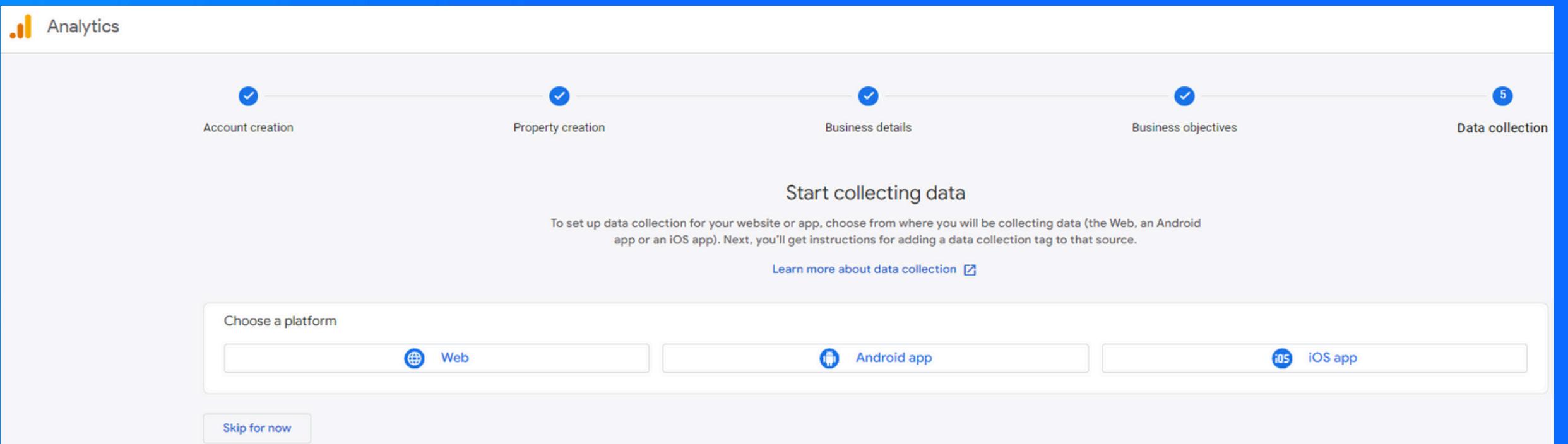
I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

I Accept

I Do Not Accept

**Step 6:
Change the country
to Australia. Read the
Google Analytics
Terms of Service
Agreement and
accept to continue.**

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Analytics

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Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

Learn more about data collection [\[link\]](#)

Choose a platform

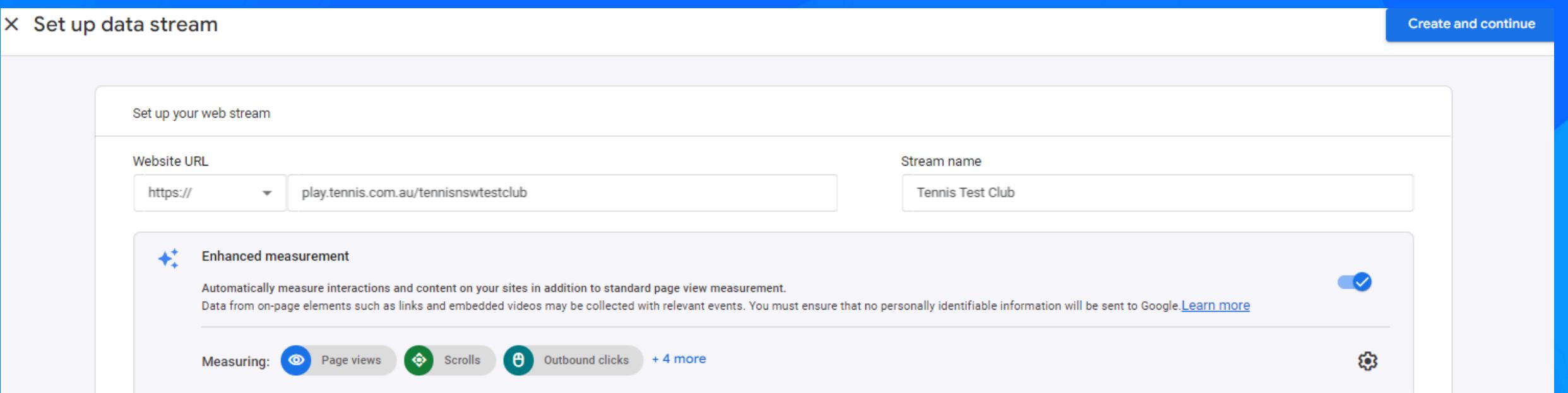
Web

Android app

iOS app

Skip for now

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Set up data stream [Create and continue](#)

Set up your web stream

Website URL: https://play.tennis.com.au/tennisnswtestclub

Stream name: Tennis Test Club

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks [+ 4 more](#) [\[gear icon\]](#)

**Step 7:
Select 'Web'.**

**Step 8:
Enter your website
URL and venue name
as the Stream name.
Click 'Create and
continue'.**

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Web stream details

⚠ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly. [View tag instructions](#)

Stream details	
STREAM NAME	STREAM URL
Tennis Test Club	https://play.tennis.com.au/tennisnswtestclub
STREAM ID	MEASUREMENT ID
9962115144	G-SKH4S7LDD2

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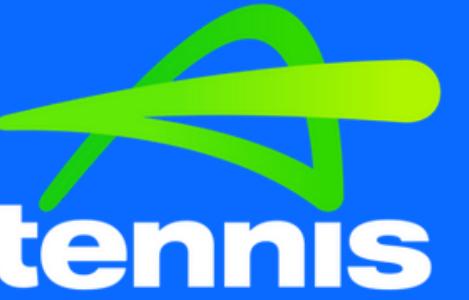
Digital enablement for ...

Step 9:

A pop-up screen will appear showing your 'Measurement ID'. Record this for Step 10.

Step 10:

Your TDO will reach out to Tennis Australia and send them your Measurement ID (we will need this to integrate the analytics to your club's ClubSpark website).



Thank you!