



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.

2

The screenshot shows the 'Create an account' step in the Google Analytics setup process. At the top, a progress bar indicates five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create an account', followed by a subtext: 'Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.' Below this is a form titled 'Account details' with a required field for 'Account name'. The text 'Accounts can contain more than one measurement ID.' is displayed above the input field, which contains the text 'My New Account Name'. At the bottom of the form, a note states: 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.'

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The screenshot shows the 'Create a property' step in the Google Analytics setup process. The progress bar at the top shows five steps: 1. Account creation, 2. Property creation (active), 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create a property', followed by a subtext: '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.' Below this is a form titled 'Property details' with a required field for 'Property name' containing the text 'Tennis Test Club'. There are two dropdown menus: 'Reporting time zone' set to 'Australia (GMT+11:00) Sydney Time' and 'Currency' set to 'Australian Dollar (\$)'. A note at the bottom of the form states: 'You can edit these property details later in Admin'. At the bottom of the page, there are 'Back' and 'Next' buttons.

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.

4

The screenshot shows the 'Describe your business' step in the Google Analytics setup process. At the top, a progress bar indicates five steps: Account creation, Property creation, Business details (current step), Business objectives, and Data collection. The main heading is 'Describe your business' with a subtext: 'Help us to better understand your business by answering the following. Your input helps improve Google Analytics.' Below this is a form titled 'Business details'. It contains two sections: 'Industry category (Required)' with a dropdown menu set to 'Sports', and 'Business size (Required)' with four radio button options: 'Small - 1 to 10 employees' (selected), 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom of the form are 'Back' and 'Next' buttons.

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

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The screenshot shows the 'Choose your business objectives' step in the Google Analytics setup process. The progress bar at the top shows four steps completed: Account creation, Property creation, Business details, and Business objectives (current step), with Data collection as the final step. The main heading is 'Choose your business objectives' with a subtext: 'For reports that are personalised to your business, select the topics most important to you.' Below this are three selectable options, each with an icon, a title, a description, and a checkbox: 'Leads' (person icon) 'Track actions that identify visitors as potential customers' (checkbox), 'Sales' (shopping cart icon) 'Analyse and optimise sales on your website or app' (checkbox), and 'Traffic' (tag icon) 'Measure who is visiting your website or app and where they are coming from' (checkbox checked). A 'Create' button is partially visible at the bottom.

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

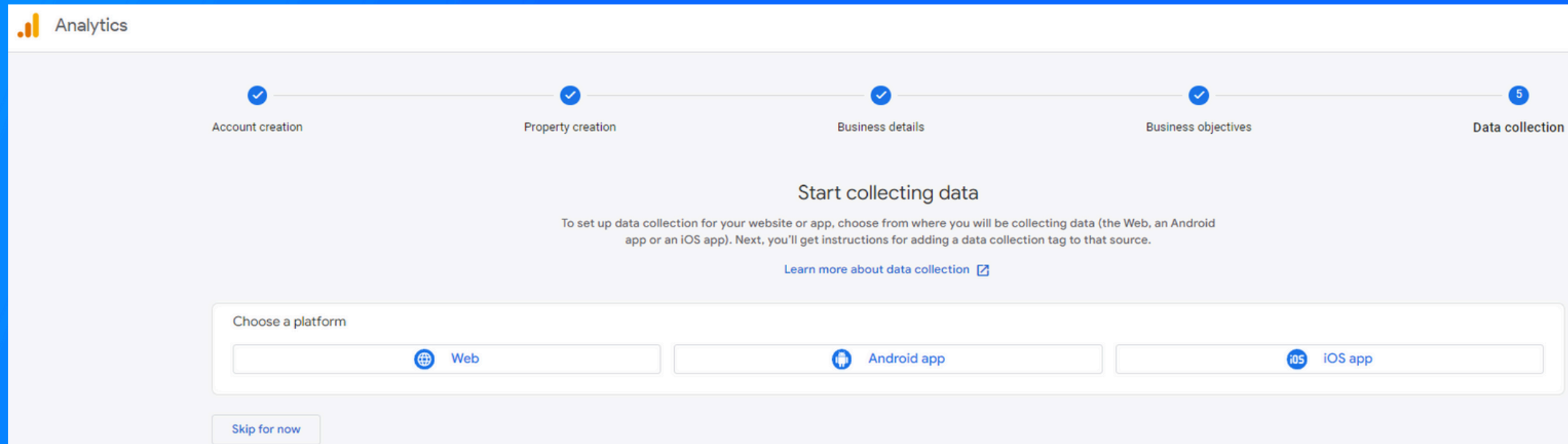
☒ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

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.

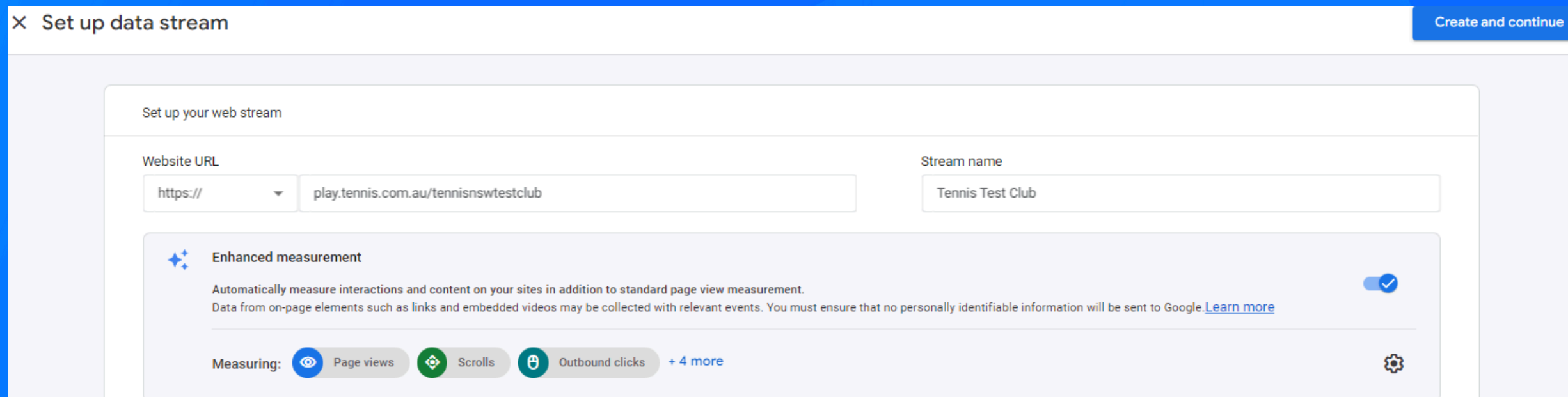
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The screenshot shows the 'Start collecting data' step in the Google Analytics setup process. At the top, a progress bar indicates five steps: Account creation, Property creation, Business details, Business objectives, and Data collection (the current step, marked with a '5'). The main heading is 'Start collecting data'. Below it, a paragraph explains that the user needs to choose a platform for data collection (Web, Android app, or iOS app) and then get instructions for adding a data collection tag. A link 'Learn more about data collection' is provided. The 'Choose a platform' section contains three buttons: 'Web' (selected), 'Android app', and 'iOS app'. A 'Skip for now' button is at the bottom left.

Step 7:
Select 'Web'.

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
The screenshot shows the 'Set up data stream' screen. The title is 'Set up data stream' with a close button (X) and a 'Create and continue' button. The main section is 'Set up your web stream'. It has two input fields: 'Website URL' (with a dropdown showing 'https://' and a text field containing 'play.tennis.com.au/tennisnswtestclub') and 'Stream name' (containing 'Tennis Test Club'). Below these is the 'Enhanced measurement' section, which is toggled on. It includes a description: '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](#)'. At the bottom, the 'Measuring' section shows three selected metrics: 'Page views', 'Scrolls', and 'Outbound clicks', followed by a '+ 4 more' link and a settings gear icon.


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	STREAM ID	MEASUREMENT ID
Tennis Test Club	https://play.tennis.com.au/tennisnswtestclub	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!