

[GA4] Add a Google Analytics 4 property (to a site that already has Analytics)

Set up a Google Analytics 4 (GA4) property alongside your existing Universal Analytics property

This article is for website owners who are using [Universal Analytics](#) and want to create a GA4 property. [Learn more about GA4 properties and the next generation of Analytics](#) ↗

Use the GA4 Setup Assistant to create a new GA4 property that collects data in parallel with your existing Universal Analytics property. There are no changes to your Universal Analytics property, and it continues to collect data as always. You can access both properties via the [property selector](#) or Admin screen.

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How it works

The GA4 Setup Assistant wizard:

- Creates your new GA4 property.
- Copies the property name, website URL, timezone, and currency settings from your Universal Analytics property.
- Activates [enhanced measurement](#) ↗ in your GA4 property.
- Creates a connection between your Universal Analytics and GA4 properties. This connection makes it possible for you to use [Setup Assistant in your Google Analytics 4 property](#) ↗ to migrate configurations from your Universal Analytics property to your GA4 property.
- Sets the GA4 property to receive data from your existing Google tag, if you choose to reuse an existing site tag.

The GA4 Setup Assistant wizard does not backfill your new GA4 property with historical data. Your GA4 property only collects data going forward. To see historical data, use the reports in your Universal Analytics property.

Get started

To use the GA4 Setup Assistant, you need the [Editor role](#) ↗ for the account. Follow the instructions below to create your GA4 property. You can use this wizard regardless of if your website pages have a Google Analytics tag (gtag.js or analytics.js), a Google Ads tag (gtag.js), or a Google Tag Manager container.

1. In Google Analytics, click [Admin](#) ↗ (lower left).
2. In the *Account* column, make sure that your desired account is selected. (If you only have one Google Analytics account, it's already selected.)
3. In the *Property* column, select the Universal Analytics property that currently collects data for your website.
4. In the *Property* column, click **GA4 Setup Assistant**. It's the first option in the *Property* column.

- Click **Get started** under *I want to create a new Google Analytics 4 property*.
- In the *Create a new Google Analytics 4 property* pop-up screen, you'll have one of the following options, depending on how your site is currently tagged:
 - **Create and continue.** Click this button to continue to the *Set up a Google tag page* (step 7).
 - **Create property.** If you see this option, this means that Analytics can reuse your existing Universal Analytics tagging for your GA4 property. Analytics will create a [connected site tag between your Universal Analytics and GA4 properties](#) . Select this option and skip to the [Next steps with your new GA4 property](#) section (below).

Note for advanced users: This option implements standard data collection for your GA4 property. If you've implemented any custom tags for your UA property, [review these considerations for additional steps](#) .

- On the *Set up a Google tag page*, select the option that best describes your situation and follow the instructions to finish creating your new GA4 property:

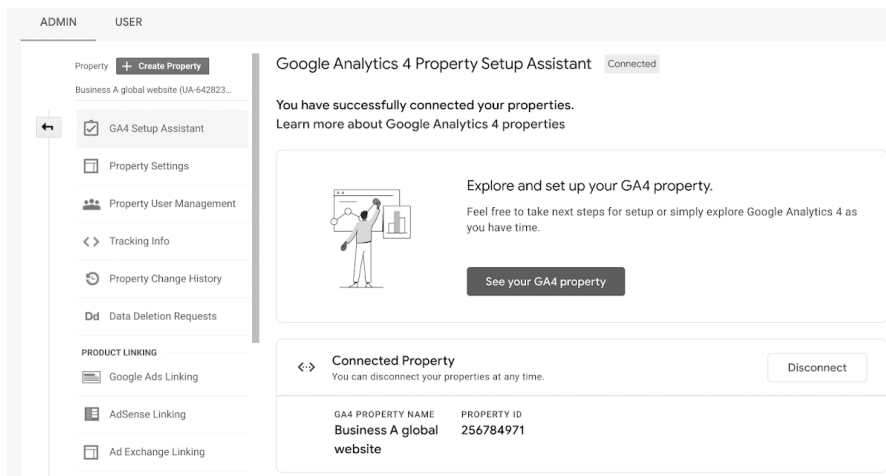
- Use the Google tag found on your website (Recommended) ▼
- Use a Google tag you already have ▼
- Install a Google tag ▼

Next steps with your new GA4 property

After you're done with the wizard, you'll see "You have successfully connected your properties" at the top of your *Google Analytics 4 Property Setup Assistant* page.

Make a note of your GA4 property's name so you can find it later. If your Universal Analytics property name is "Example property (UA-nnnnnn)", your GA4 property name will be "Example property - GA4 (xxxxxx)", without a "UA-" prefix, and where xxxxxx is a new property number.

Click **See your GA4 property** to open [Setup Assistant in your new GA4 property](#) . Setup Assistant in Google Analytics 4 properties helps guide you through recommended features and settings to help you finish setting up your Google Analytics 4 property.



It can take up to 30 minutes for data to begin appearing in your new GA4 property.

To verify that data is being collected, browse your website, then select **Realtime** from the report navigation. You should see activity in the [Realtime report](#) .

If you have an existing Firebase project, you can link this GA4 property to it. However, you have to do this from Firebase. [Learn how](#) .

Need more help?

Try these next steps:



Ask the Help Community

Get answers from community experts



Contact us

Tell us more and we'll help you get there