

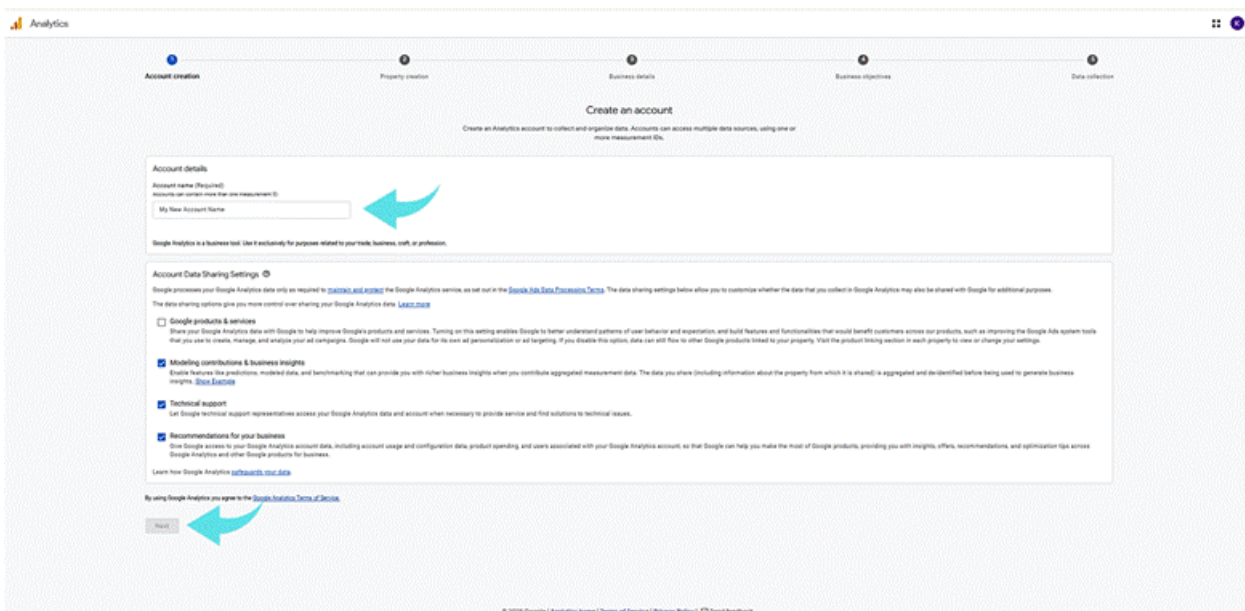
How To Install Google Analytics 4 in WordPress

Google Analytics 4, also known as GA4, is the latest version of Google's analytics platform, providing advanced tracking capabilities for both websites and mobile apps. If you run a [WordPress site](#), integrating Google Analytics 4 is essential for monitoring website traffic, user behavior, and overall website performance. This step-by-step guide will show you exactly how to install Google Analytics 4 in WordPress using three reliable methods: a plugin, manual code insertion, and Google Tag Manager.

Set Up a Google Analytics 4 Property

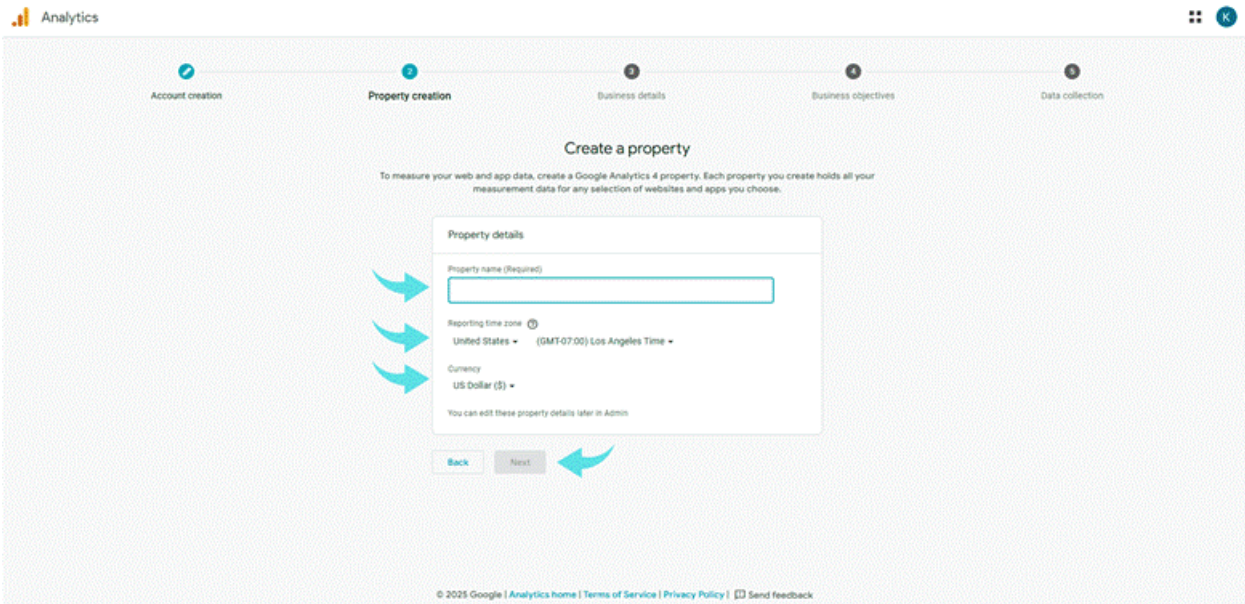
Create a Google Analytics Account and Property

First, go to the Google Analytics website at analytics.google.com. If you don't have a GA4 account yet, click **Start Measuring** and fill in the necessary details. In the **Account** creation section, type your desired name to use.

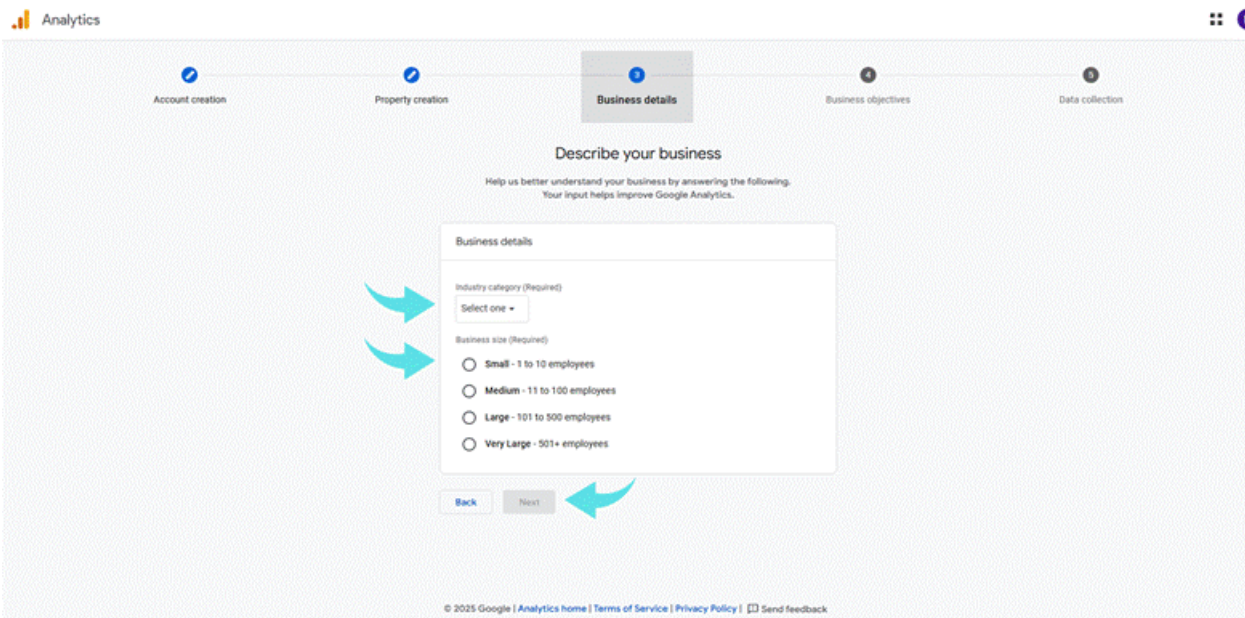


The screenshot shows the 'Create an account' page in Google Analytics. At the top, there are five steps: Account creation, Property creation, Business details, Business objectives, and Data selection. The current step is 'Create an account'. Below this, there is a section for 'Account details' with a text input field labeled 'My New Account Name'. A red arrow points to this field. Below the input field, there is a 'Next' button, also indicated by a red arrow. The 'Account Data Sharing Settings' section is visible below, with several checkboxes for data sharing options. At the bottom, there is a copyright notice: '© 2025 Google | Analytics home | Terms of Service | Privacy Policy | Feedback'.

And then, in the **Property** section. Enter a name for your property, such as your website or business name, then select your reporting time zone and currency.



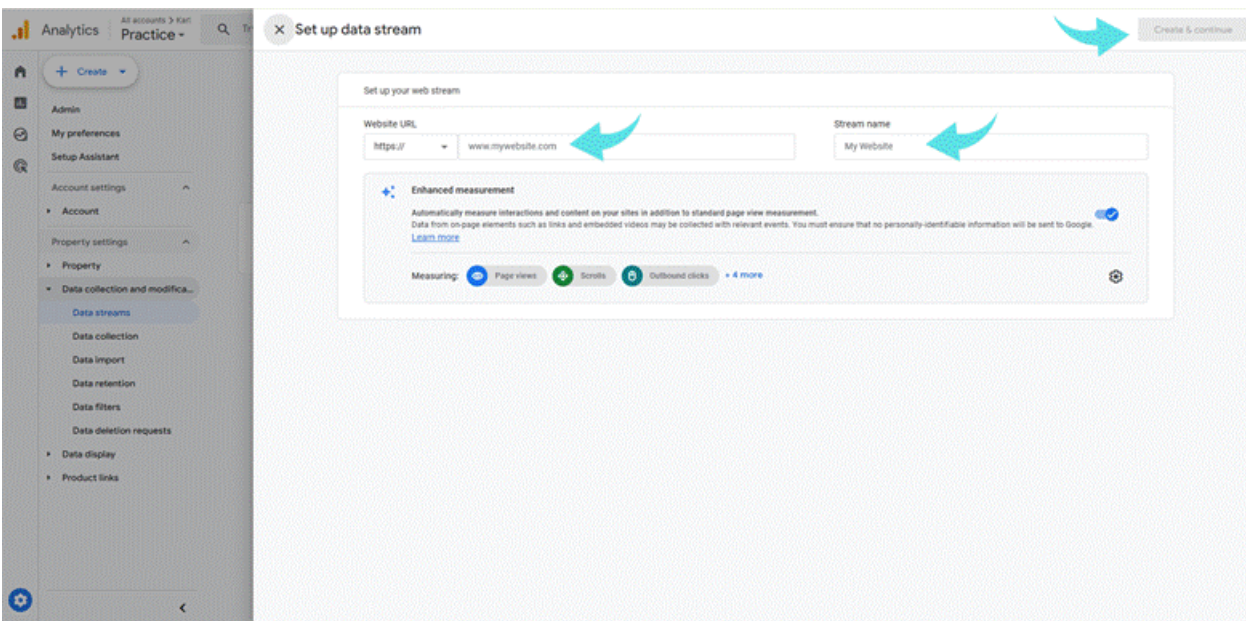
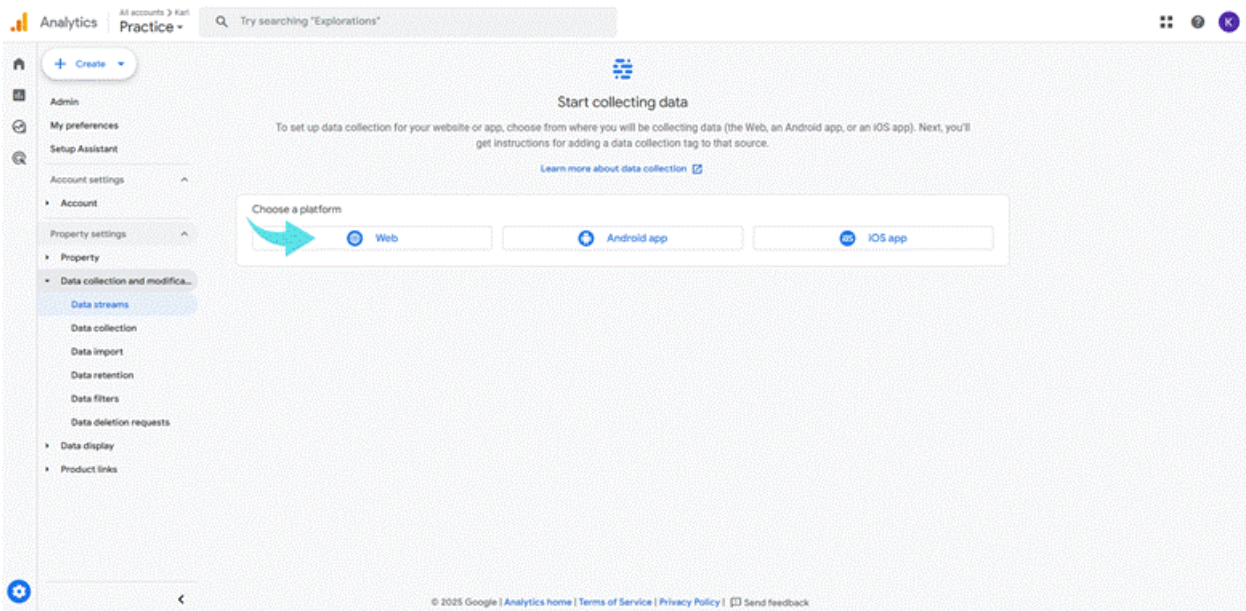
Once you have entered these details, click **Next** and complete the additional business information, including your industry category and business size.



Select your business objectives or choose **'Other'** to access the full reporting features. Finally, click **Next** to create your Google Analytics 4 Account.

Set Up a Data Stream

Once the property is created, you will be prompted to set up a data stream. Select **'Web'** as the platform and enter your website's URL, ensuring it begins with `https://` or `http://`. Name your stream — for example, "MySite Website." You can also enable or adjust **Enhanced Measurement** settings, which automatically track events like page views, scrolls, and outbound clicks. When you're finished, click **Create and Continue**.



After creating the data stream, your **Web Stream Details** page will display your unique **Measurement ID** (which starts with "G-" followed by letters and numbers). Copy this Measurement ID, as it will be needed to connect Google Analytics to your WordPress site.

Set up a Google tag

Installation instructions

Test Installation

Choose how to set up a G

- Install with WordPress
- Install manually

Install with a CMS or website builder

WordPress

Option 1: Install with Tag Assistant Chrome extension **RECOMMENDED**

Install the Tag Assistant Chrome extension for a quick, easy, and guided installation of your Google tag. [Install extension](#)

Option 2: Install manually with WordPress

- Copy your tag ID

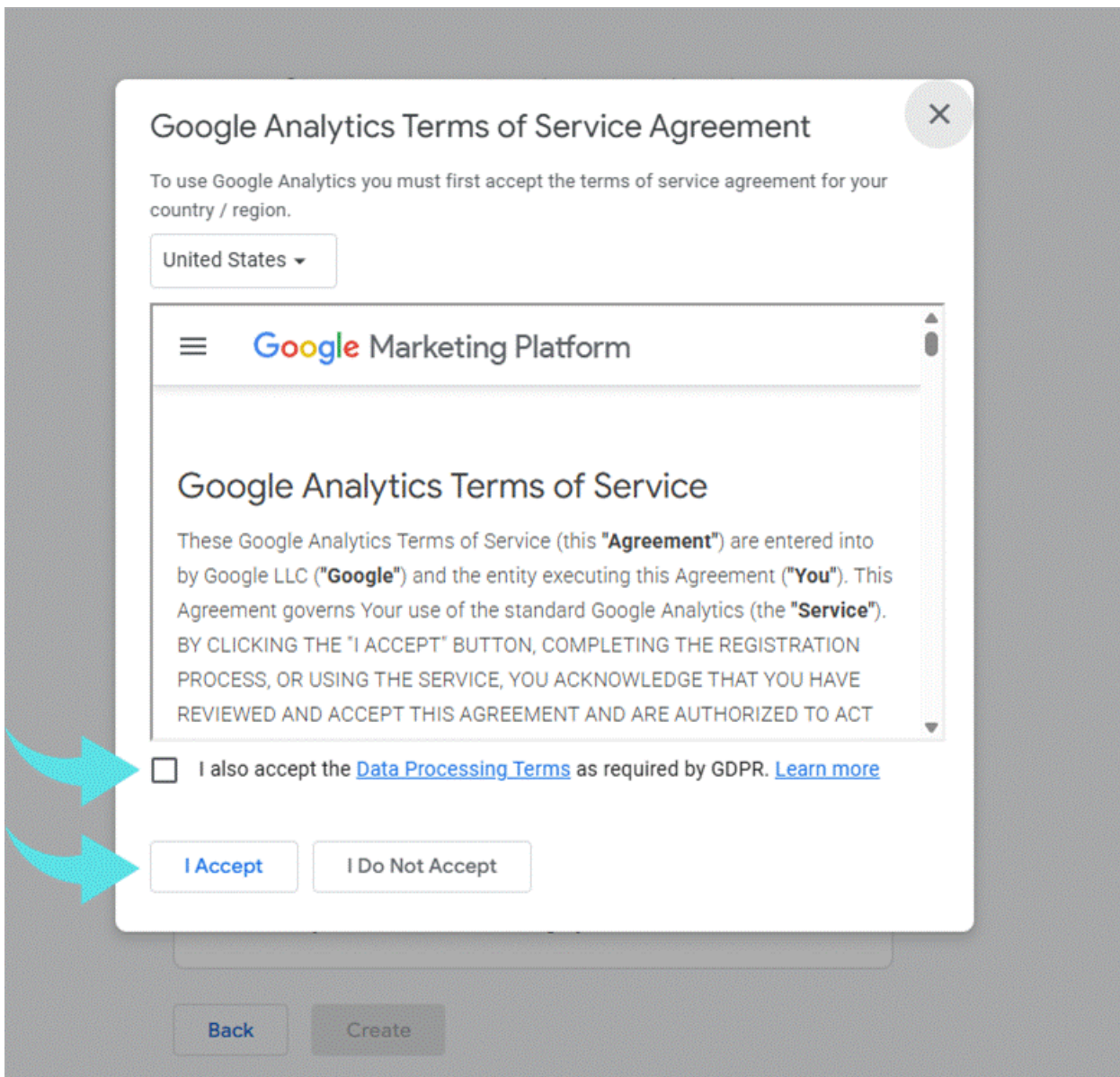
G-VX8P0DY2V

- Set up your Google tag on WordPress with Site Kit

- Log in to your WordPress website. Make sure that your site is publicly accessible (your site isn't in maintenance mode or only accessible through a password).
 - Note:** If you are unable to install plugins on your WordPress account, follow these steps to [Set up your Google tag with WordPress Editor](#).
- Follow steps 3-14 to download and install the "Site Kit by Google" plugin, which is free to use. If you have already have Site Kit, go to step 15.
- In the navigation menu on the left, click **Plugins**.
- Click **Add New** at the top of the "Plugins" page, then search for "Site Kit".
- Click **Install Now** on the Site Kit by Google.

Add Plugins

Throughout this process, be sure to review and accept the Google Analytics Terms of Service when prompted to complete your setup. Following these steps will ensure your website is correctly connected to Google Analytics 4 and ready to collect valuable visitor data.



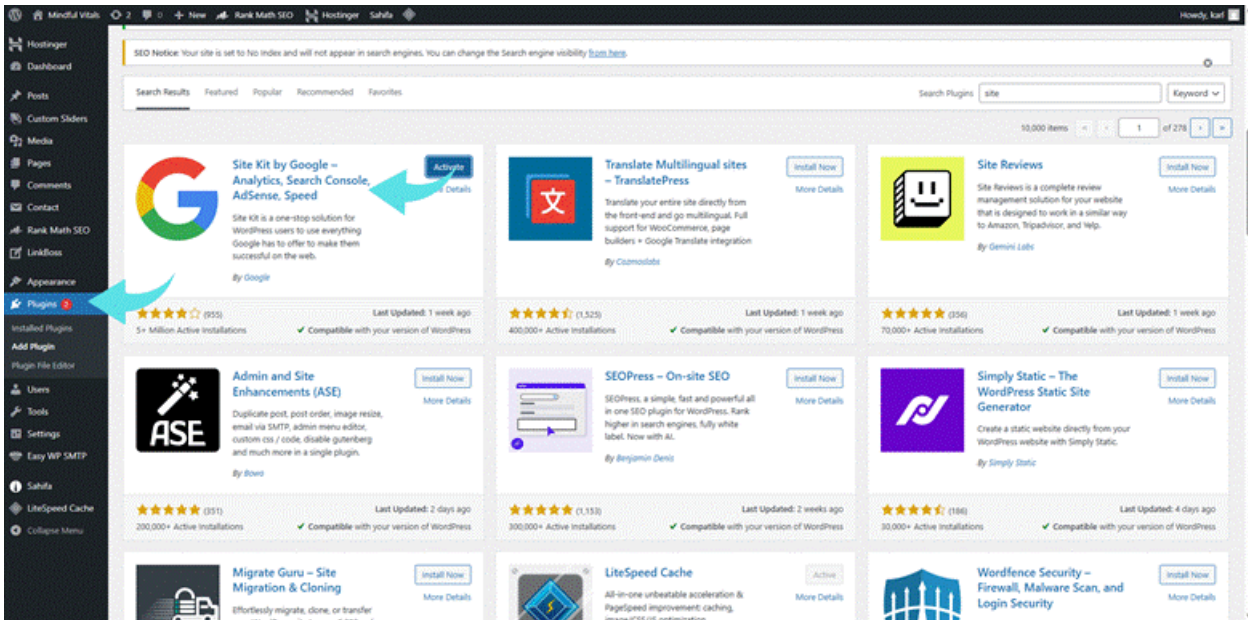
Choose a Method to Add Google Analytics 4 to WordPress

There are three primary methods for installing Google Analytics 4 in WordPress: using a plugin, manually adding the tracking code, or integrating with Google Tag Manager. Each option suits different levels of technical experience and site needs.

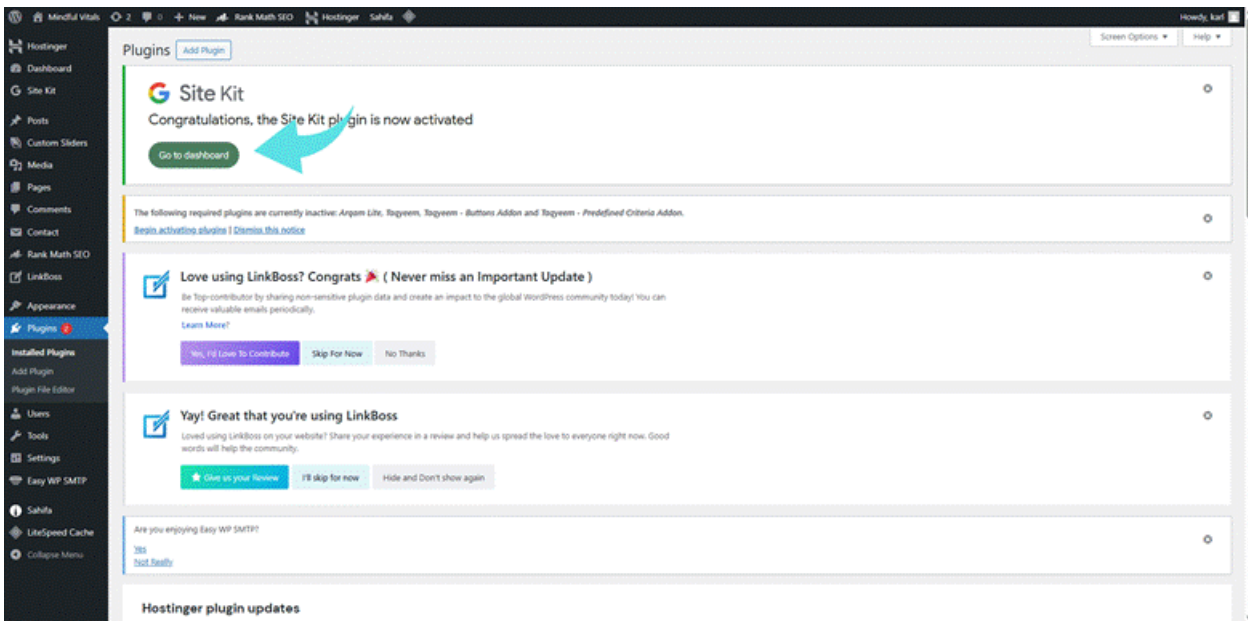
Install Google Analytics 4 Using a WordPress Plugin

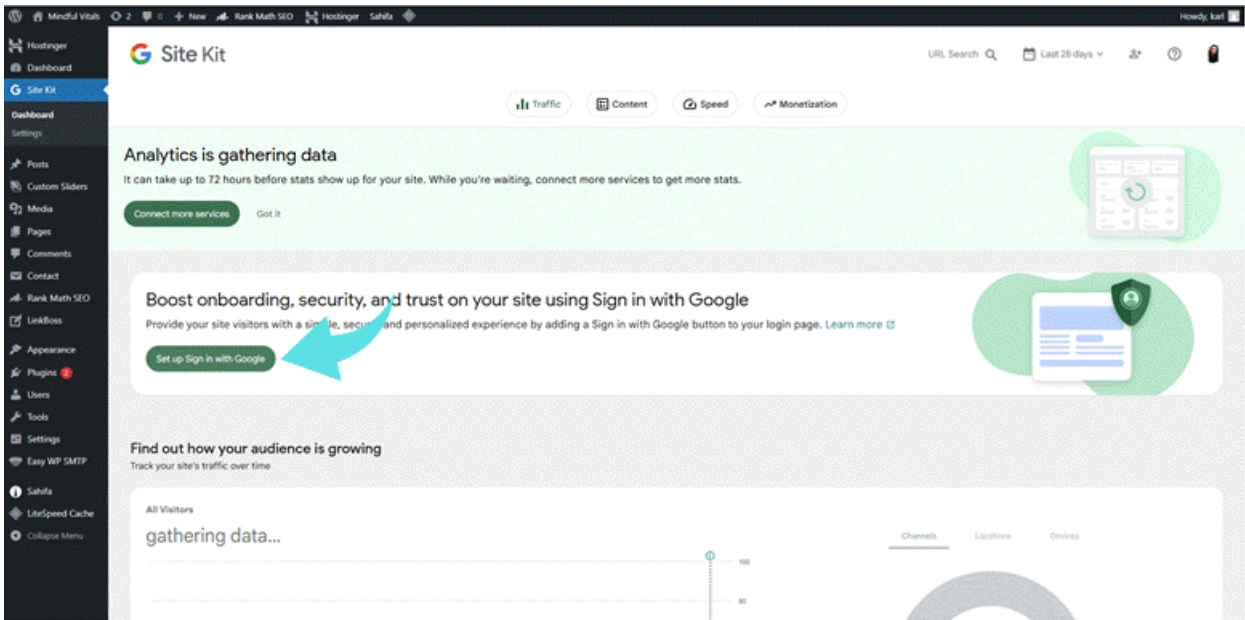
The easiest method for most users is to use a WordPress plugin. Several plugins support GA4 integration, simplifying the setup process through your WordPress dashboard.

To begin, log in to your WordPress admin area. Go to “Plugins” and click “Add New.” Search for a trusted plugin that supports the new Google Analytics 4, such as Site Kit by Google or Google Analytics 4 by Google. Click “Install Now” and then “Activate.”



Once the plugin is active, navigate to its settings within your WordPress dashboard. You'll usually be asked to sign in with your Google account and connect your GA4 property. Paste your GA4 tracking code or select your Google Analytics 4 property directly from the interface.



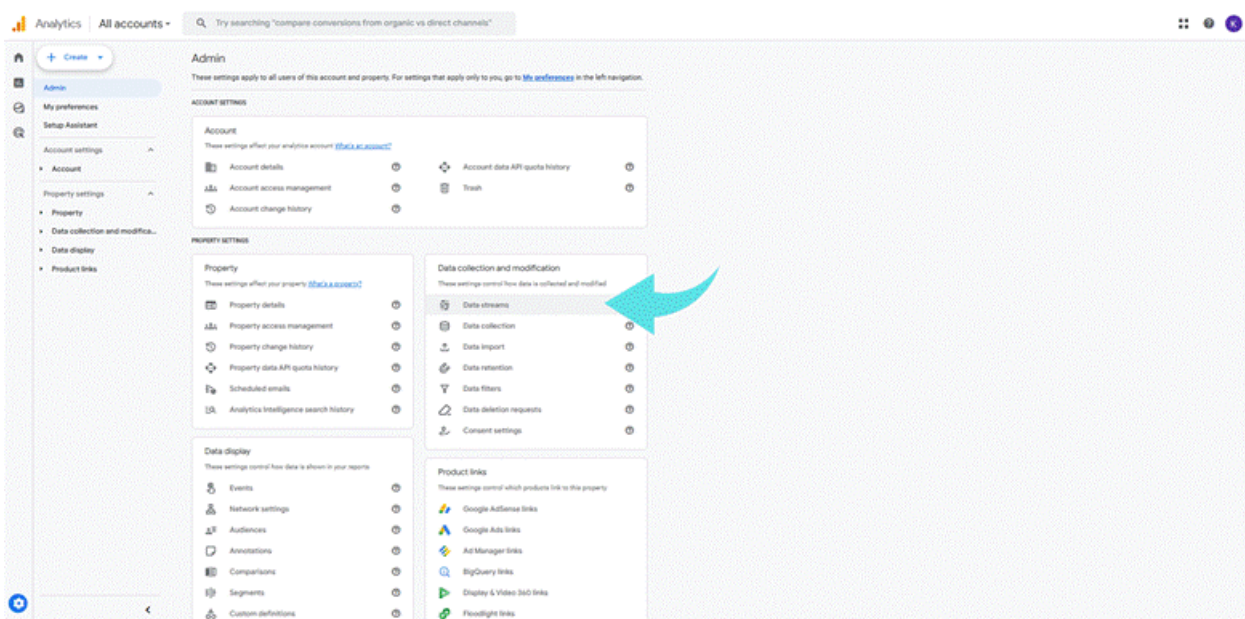


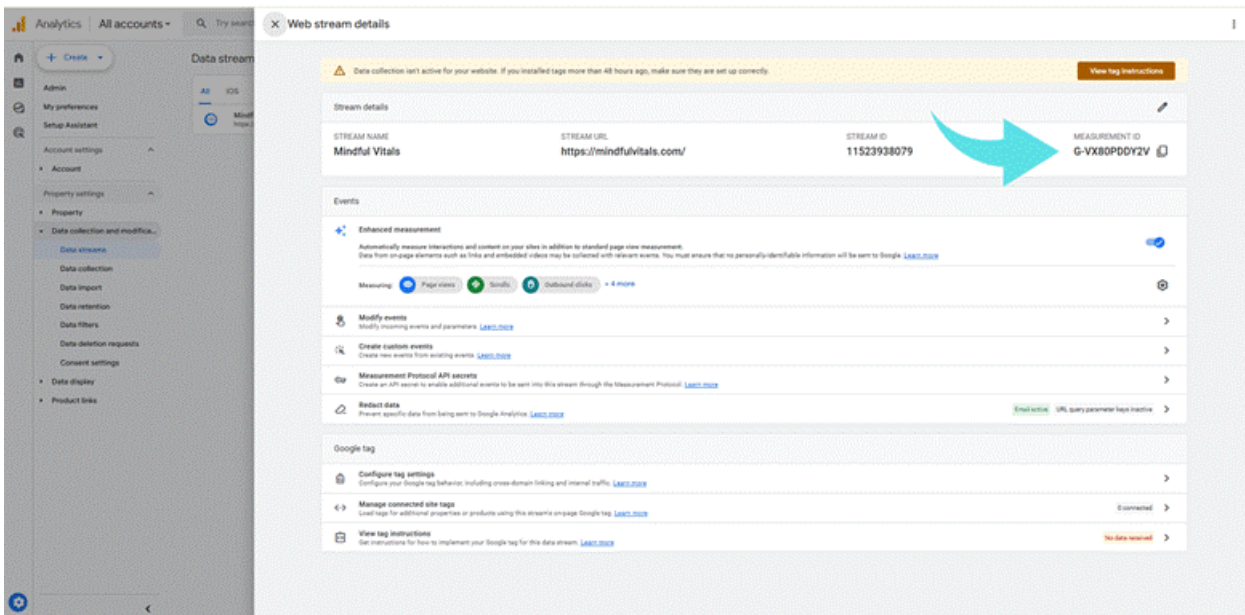
Some plugins offer additional options, such as enabling enhanced measurement or viewing the analytics dashboard directly within your WordPress dashboard. After connecting, test the setup to make sure GA4 is collecting data.

Manually Add GA4 Tracking Code Without a Plugin

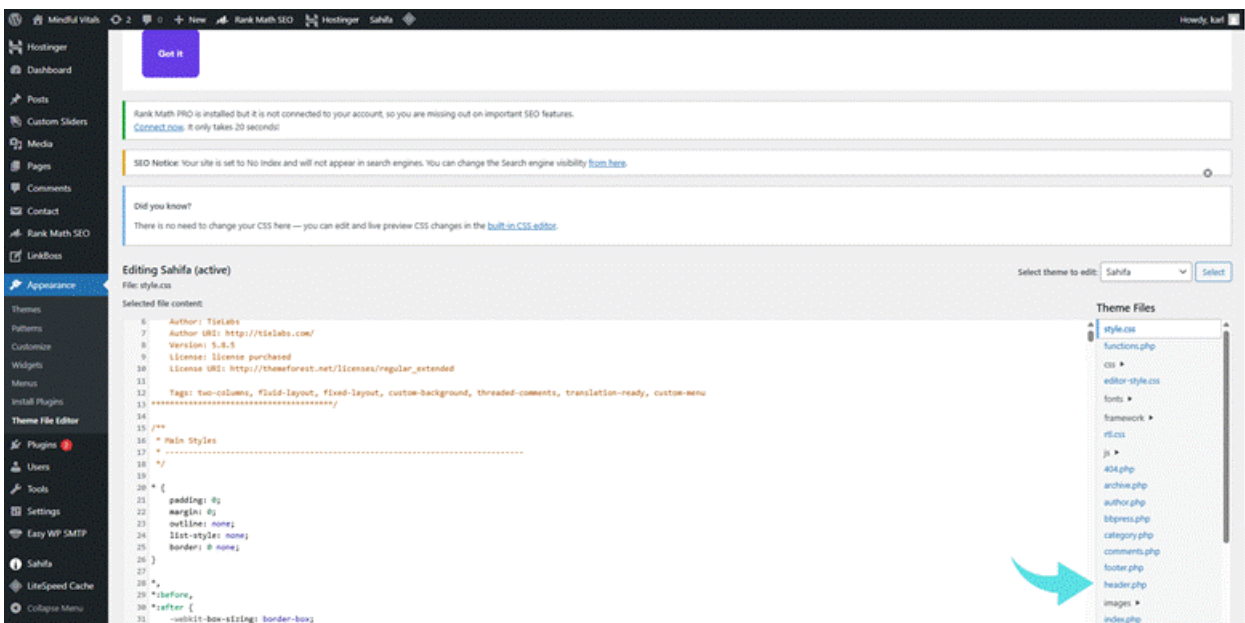
If you want to add Google Analytics 4 to your WordPress site without using a plugin, you can do it by manually inserting the GA4 tracking code into your theme files. This method is straightforward and gives you direct control over how Google Analytics 4 is loaded on your site.

Start by logging into your Google Analytics account. From your Google Analytics 4 property, go to Admin, then click on Data Streams and select your web data stream. Copy the global site tag (gtag.js), which contains your GA4 Measurement ID. This is the tracking code that connects your site to Google Analytics 4.

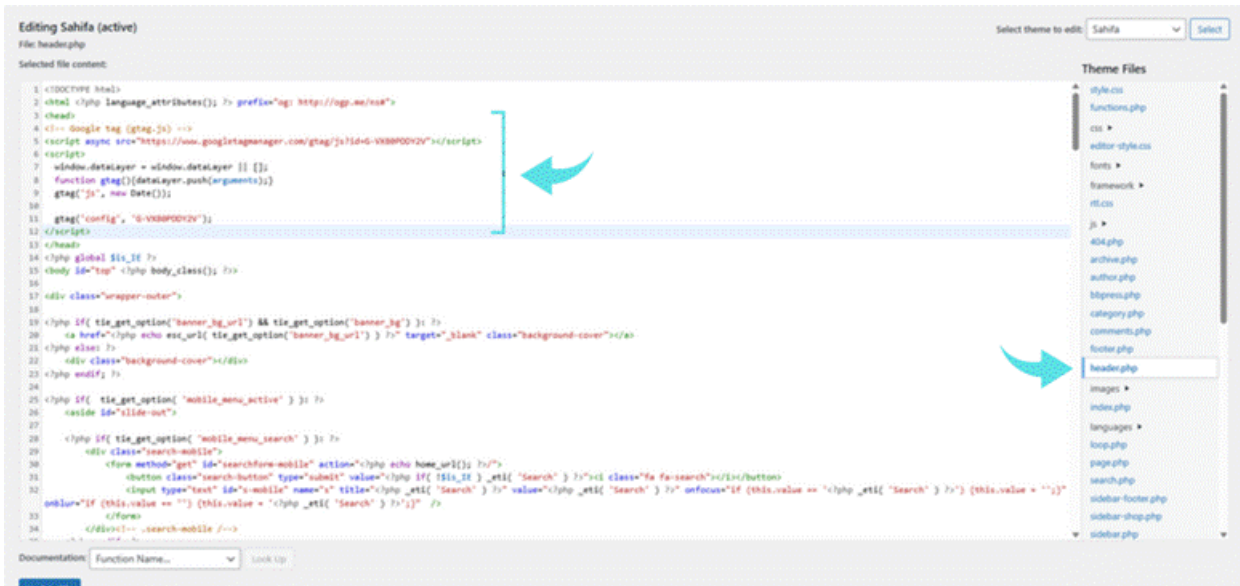




Next, log in to your WordPress dashboard and navigate to Appearance > Theme File Editor. From the list of theme files on the right side, select header.php. This file controls the code loaded in the <head> section of your WordPress website.



Paste the entire GA4 tracking code directly above the closing </head> tag in the header.php file. This ensures that the Google Analytics 4 script is loaded on every page of your website when a visitor arrives.



After placing the code, click Update File to save your changes.

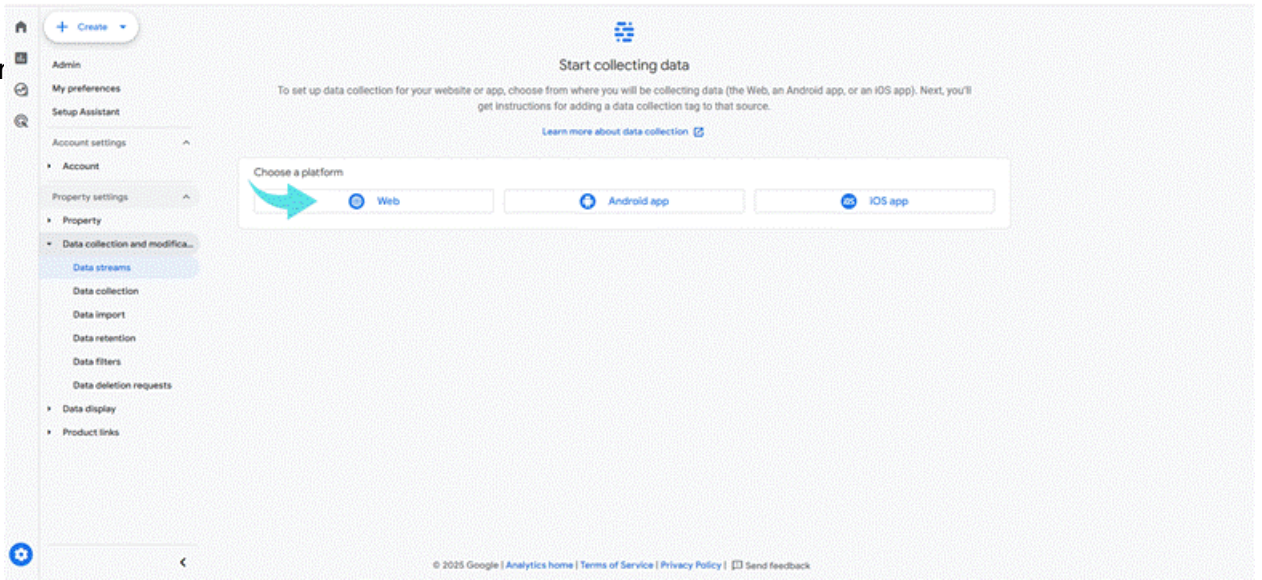
If you're using a theme that offers a built-in field for adding scripts to the <head> section (available in some theme settings or frameworks), you can paste the GA4 code there instead. This is still considered a manual method and may help keep the tracking in place during theme updates.

Manually adding the GA4 tracking code without a plugin ensures a lightweight and direct connection between your WordPress site and your Google Analytics 4 property, giving you immediate access to website traffic insights through the Google Analytics platform.

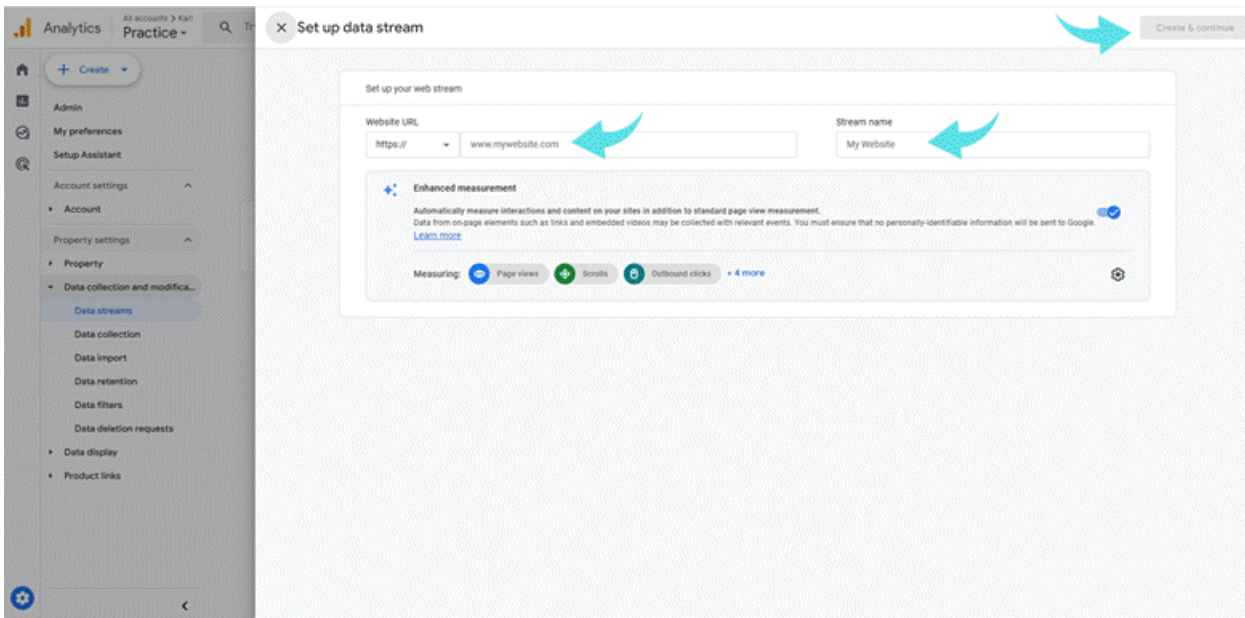
Use Google Tag Manager to Add GA4 to WordPress

For users who prefer complete control over their tracking setup without relying on a plugin, manually adding Google Tag Manager is an efficient way to install Google Analytics 4 in WordPress. This approach is beneficial if you plan to manage multiple tags or track custom events across your WordPress site.

Begin by
dashboard



website.



Once the container is created, Google Tag Manager generates two code snippets: one for the <head> section and one for the <body>.

Install Google Tag Manager ✕

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```

<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer',
</script>
<!-- End Google Tag Manager -->

```

Additionally, paste this code immediately after the opening **<body>** tag:

```

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

```

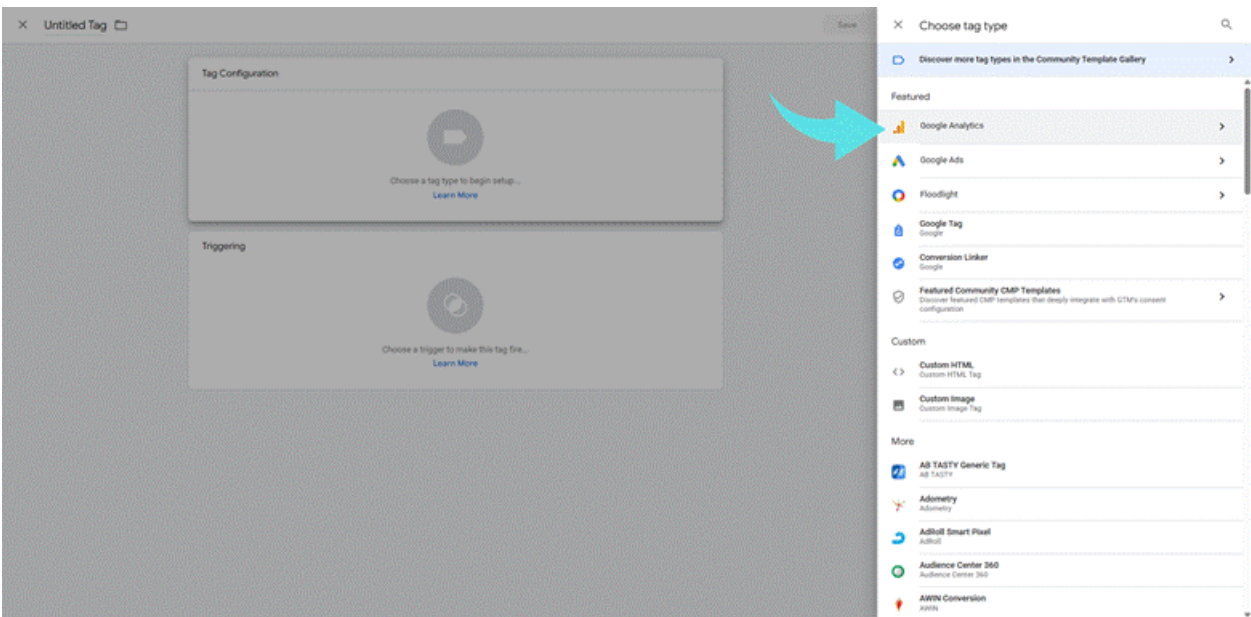
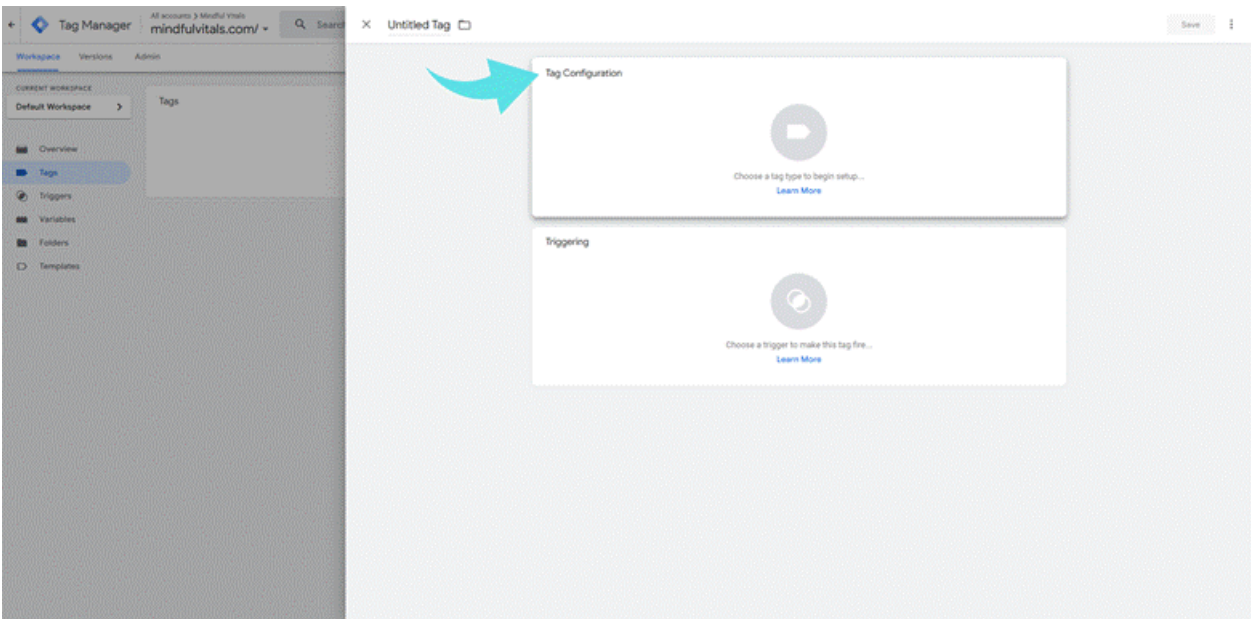
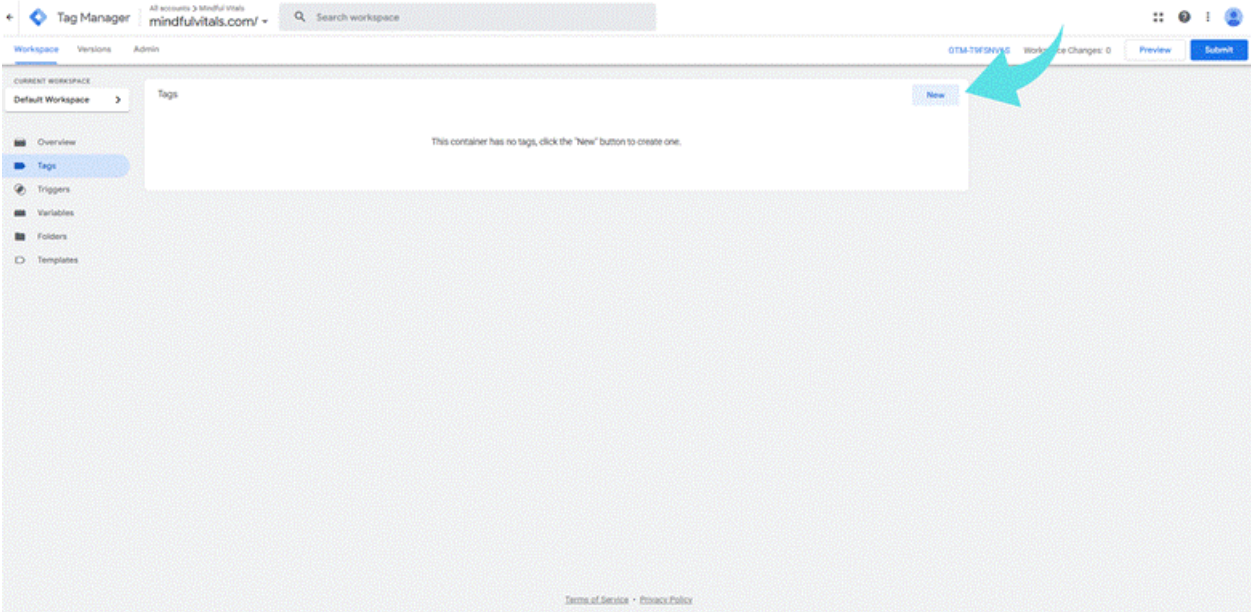
For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

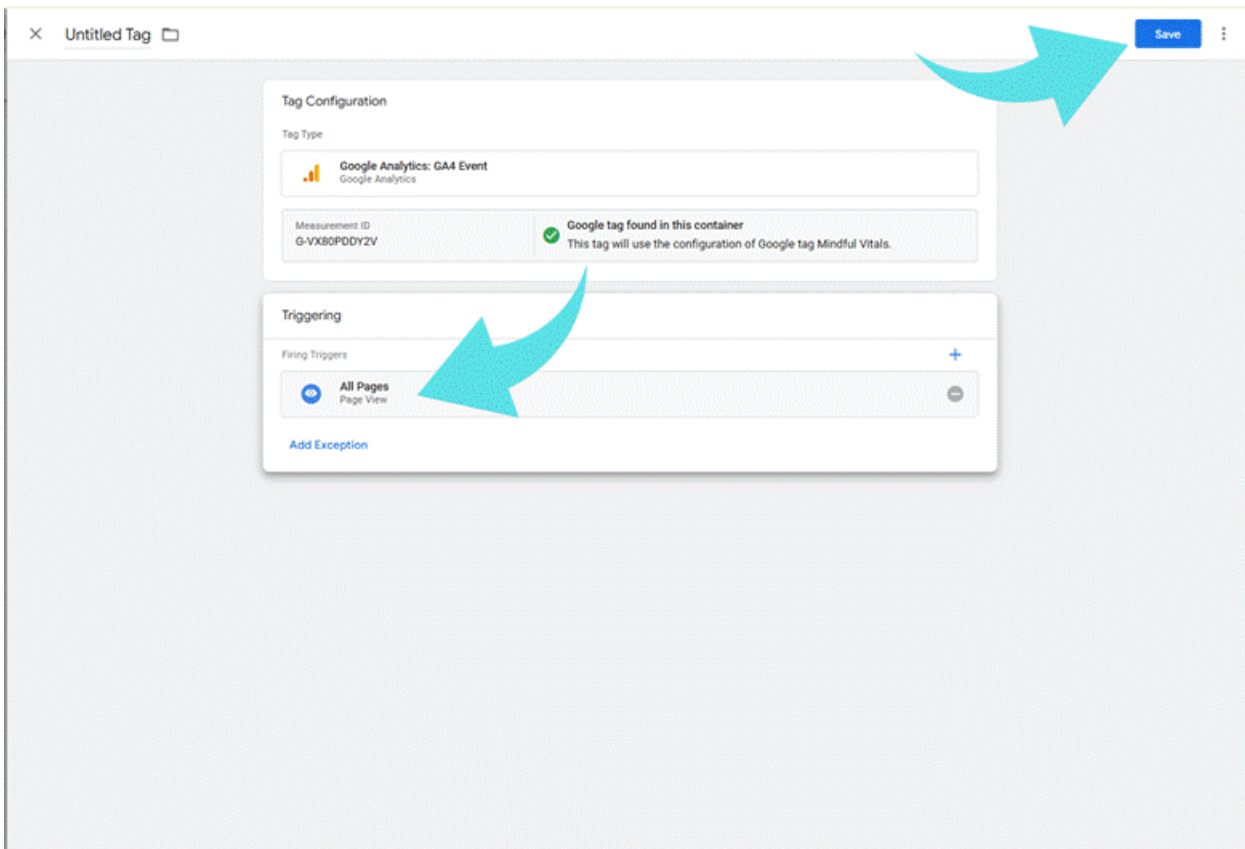
[OK](#)

To install these manually, go to your WordPress admin panel and navigate to "Appearance">"Theme File Editor." Open the header.php file and paste the first container code snippet immediately before the closing </head> tag.

The screenshot shows the WordPress admin interface. On the left sidebar, the 'Appearance' menu item is highlighted with a blue background and a blue arrow pointing to it. The main content area shows several notices and updates:

- A notice about inactive plugins: "The following required plugins are currently inactive: Argem Lite, Tagyeem, Tagyeem - Buttons Addon and Tagyeem - Predefined Criteria Addon." with a "Dismiss this notice" link.
- A congratulatory message: "Love using LinkBoss? Congrats 🎉 (Never miss an Important Update)" with buttons for "Yes, I'd Love To Contribute", "Skip For Now", and "No Thanks".
- A message: "Yay! Great that you're using LinkBoss" with buttons for "Give us your review", "I'll skip for now", and "Hide and Don't show again".
- A notice: "Are you enjoying Easy WP SMTP?" with a "Get it" button.
- A "Hostinger plugin updates" section with a "Get it" button.



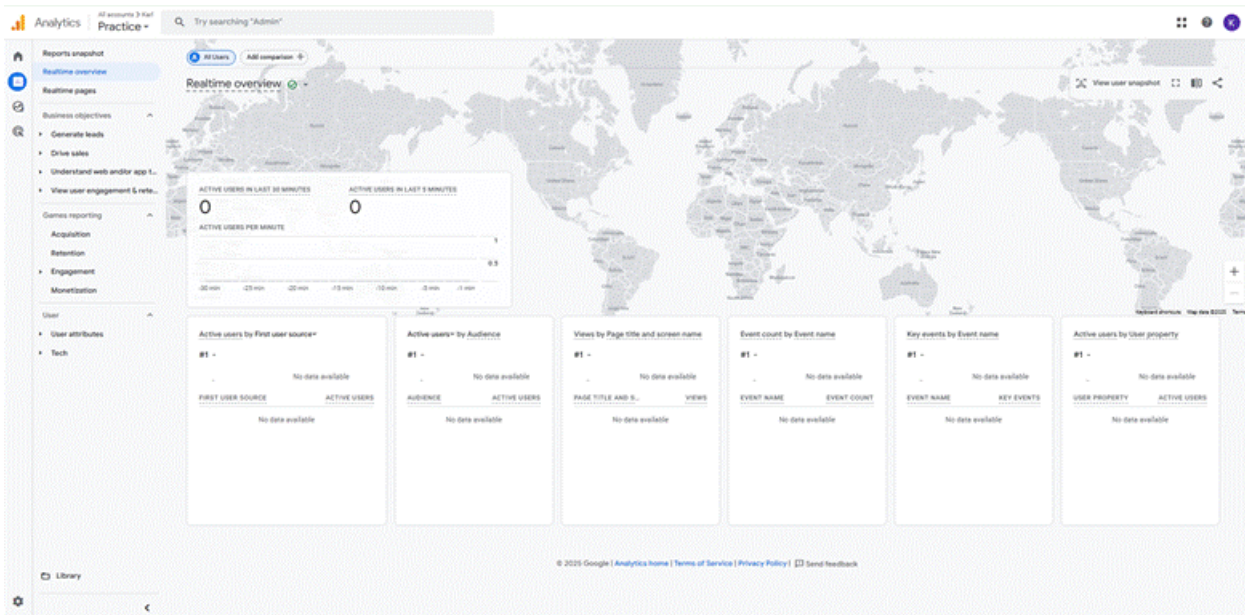


Set the trigger to "All Pages" to ensure that the GA4 tag fires on every page of your site. Once configured, click "Save" and publish the container.

By manually placing the Google Tag Manager code into your WordPress theme, you can integrate Google Analytics 4 with WordPress without the need for any additional plugins. This setup allows you to connect GA4 to your site efficiently while keeping complete control over your analytics tags and ensuring accurate analytics tracking code deployment across your entire website.

Verify That GA4 Is Working on Your WordPress Site

After completing the installation, it's essential to verify that your GA4 tracking is active. Log in to your Google Analytics 4 property and open the analytics dashboard. Visit your WordPress site in a new browser tab and check the "Real-time" report.



If your visit is successful, your installation is complete. If not, double-check that the tracking code or plugin was correctly implemented. You can also use the Google Tag Assistant or Chrome's developer tools to inspect whether the GA4 script is loading correctly.

Conclusion

Installing Google Analytics 4 in WordPress is crucial for accurately tracking user behavior and measuring your website's performance. Whether you use a WordPress plugin, manually insert the GA4 tracking code, or set it up through Google Tag Manager, each method ensures your analytics platform begins collecting valuable data.

If you have the technical confidence, we recommend using the manual method to avoid unnecessary plugins. Fewer plugins typically result in better site performance and fewer compatibility issues. However, for users who prefer a simpler setup, a plugin remains a reliable and effective option.

With Google Analytics 4 properly connected to your WordPress website, you'll have the data needed to monitor traffic, improve user experience, and make informed, data-driven decisions for your business.

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