

# Setup Google Search Console & GA4 for My Website

***BY: Anamika Sharma***

# Objective

The objective of this project is to connect my website [anamika-wsjp-120.projectnest.co.in](https://anamika-wsjp-120.projectnest.co.in) with Google Search Console and Google Analytics 4. This setup helps to track website performance, understand search visibility, and monitor user activity.

# Website Details

Website URL: <https://anamika-wsjp-120.projectnest.co.in>

## Step 1: Choosing the Setup Method

For GoogleSearchConsole, I selected the URL Prefix property method. This method is suitable because it is easy to set up and works well for individual websites.

For verification, I used the HTML meta tag method since it does not require DNS access and can be added directly to the website code

## **Step 2: Setting Up Google Search Console**

- I opened Google Search Console.
- I added my website using the URL Prefix option.
- I entered the URL <https://anamika-wsjp-120.projectnest.co.in>.
- Google provided an HTML meta tag for verification.
- I copied the meta tag and pasted it into the <head> section of my website homepage
- After saving the changes, I clicked on the Verify button.
- The website was successfully verified in Google Search Console.

My Blog x Welcome to Go... x Analytics Tools & x Analytics x Grow | LinkedIn x Enhance resume x My Blog x

search.google.com/search-console/welcome?utm\_source=about-page

### Google Search Console

To start, select property type

#### Domain

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com

Enter domain or subdomain

CONTINUE

or

#### URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

anamika-wsjp-120.projectnest.co.in/

Enter URL

CONTINUE

Already started? [Finish verification](#)

Type here to search

Gold +2.37%

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search.google.com/search-console/welcome?utm\_source=about-page

### Google Search Console

#### Verify ownership

https://anamika-wsjp-120.projectnest.co.in/

Other verification methods

##### HTML tag

Add a meta tag to your site's homepage

- Copy** the meta tag below, and paste it into your site's homepage. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="BBo3r-oo_55OVblr" />
```

[COPY](#)

- Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

[Full details](#)

VERIFY

##### Google Analytics

Use your Google Analytics account

Copied to clipboard

PROPERTY DONE

Type here to search

Air quality forecast

ENG 23:41 27-01-2026

The screenshot shows the WordPress admin dashboard for a user named 'anamika sharma'. The page title is 'Global Header and Footer'. A 'Save Changes' button is visible in the top right corner. A notification banner at the top reads: 'Using tracking scripts? Make Sure You're Covered with a Cookie Banner! Easily customize your own cookie banner and let our tools block cookies until users give consent. Scan and set up automatically! Install WPConsent for Free'. Below this, the 'Header' section contains a code editor with the following HTML snippet: 

```
1 <meta name="google-site-verification" content="BB03r-oo_550Vbln0k_VX24-lGFknm6ZETxDm-b-GRE" />
```

The screenshot shows the Google Search Console interface. The main heading is 'To start, select property type'. A green notification box in the center reads: 'Ownership verified'. Below this, it specifies the 'Verification method: HTML tag' and provides instructions: 'To stay verified, don't remove the meta tag from your site's home page. To avoid losing verification, you may want to add multiple verification methods from the Settings > Ownership verification.' At the bottom of the notification box are two buttons: 'DONE' and 'GO TO PROPERTY'. The background shows a 'CONTINUE' button for the property selection step.

## Step 3: Setting Up Google Analytics 4 (GA4)

- I logged into Google Analytics.
- I created a new GA4 property for my website.
- I selected Web as the platform.
- I entered the website URL `anamika-wsjp-120.projectnest.co.in`. Google
- generated a GA4 tracking ID and tracking code.
- I added the GA4 tracking code to the `<head>` section of my website.
- Real-time data appeared in Google Analytics, confirming that GA4 was working correctly.

Header & Fo x Overview x Analytics To x Analytics x Analytics x Grow | Linke x Enhance res: x My Blog x

analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

# Analytics

## 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.

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

### Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

Google products and services

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Type here to search

Gold +2.3

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analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

# Analytics

- Account creation
- Property creation
- Business details
- Business objectives
- Data collection

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Type here to search

16°C Partly cloudy 23:43 27-01-2026

## **Step 4: Connecting Google Search Console with GA4**

- I opened Google Analytics.
- I went to the Admin section.
- I selected Product Links and clicked on Google Search Console.
- I connected the verified property `anamika-wsjp-120.projectnest.co.in`.
- The connection was completed successfully

analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

# Analytics

Account creation **Property creation** Business details Business objectives Data collection

## 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)  
Anamika Digital Portfolio – Website

Reporting time zone  
India (GMT+05:30) India Time

Currency

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analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

# Analytics

Account creation Property creation Business details **Business objectives** Data collection

## Choose your business objectives

To get recommendations personalised for your business, select the objective most relevant to you. You can select more than one objective, but a maximum of two is recommended.

- Generate leads**  
Measure actions that indicate potential customers, such as completing contact form or requesting a quote
- Drive sales**  
Analyse and optimise sales and any financial transactions on your website or app
- Understand web and app traffic**

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analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

# Analytics

## Set up a Google tag

Test Installation

Choose how to set up a Google tag

- Install with Wordpress **RECOMMENDED**
- Install manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-YL0WY8X72W"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-YL0WY8X72W');
</script>
```

**Use Google Tag Manager**  
For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

# Analytics

Account creation ✓ Property creation ✓ Business details ✓ Business objectives ✓ **Data collection 5**

## Start collecting data

1. Be sure that you're in the relevant Analytics account and property.
2. Choose the source of your data below.
3. Next, you'll view instructions for adding a data collection tag to the data source.
4. You can add additional data sources by returning to Data Streams and clicking Add stream.

[Learn more about data collection](#)

Choose a platform

Web  Android app  iOS app

[Skip for now](#)

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analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

## Set up data stream

[Create and continue](#)

Set up your web stream

Website URL:   Stream name:

**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

analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

## Set up a Google tag

[Test installation](#)

Choose how to set up a Google tag

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<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-YL0WY8X7ZM');
</script>
```

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Header & Footer Overview Analytics Tools Analytics Grow | LinkedIn Enhance resume My Blog

anamika-wsjp-120.projectnest.co.in/wp-admin/admin.php?page=wpcode-headers-footers

My Blog 0 New WPCode WPForms Howdy, anamika sharma

### Global Header and Footer

Save Changes

Install WPCoSENT for Free

#### Header

```

1 <meta name="google-site-verification" content="BBo3r-oo_550Vb1n0k_VX24-1GFknm6ZETxDm-b-GRE" />
2 <!-- Google tag (gtag.js) -->
3 <script async src="https://www.googletagmanager.com/gtag/js?id=G-YL0WY8X7ZW"></script>
4 <script>
5   window.dataLayer = window.dataLayer || [];
6   function gtag(){dataLayer.push(arguments);}
7   gtag('js', new Date());
8
9   gtag('config', 'G-YL0WY8X7ZW');
10 </script>

```

These scripts will be printed in the <head> section.

#### Body

1

### WEB Stream details

STREAM NAME	STREAM URL	STREAM ID
portfolio	https://anamika-wsjp-120.projectnest.co.in	13373255834
MEASUREMENT ID	G-YLOWY8X7ZW	

#### Events

**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

**Modify events**  
Modify incoming events and parameters. [Learn more](#)

**Create custom events**  
Create new events from existing events. [Learn more](#)

### Events

**Enhanced measurement**

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Measuring: Page views Scrolls Outbound clicks + 4 more

**Modify events**  
Modify incoming events and parameters. [Learn more](#)

**Create custom events**  
Create new events from existing events. [Learn more](#)

**Measurement Protocol API secrets**  
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

**Redact data**  
Prevent specific data from being sent to Google Analytics. [Learn more](#) Email active URL query parameter keys inactive

# Result

Google Search Console is now connected and showing data such as

impressions, clicks, and search queries. Google Analytics 4 is tracking website visitors, traffic sources, and user behavior. Both tools are working properly for my website

# Conclusion

This project helped me learn how to setup Google Search Console and Google Analytics 4 for a website. These tools are useful for tracking performance, improving search visibility, and making better digital marketing decisions

The background features a complex, abstract design. It consists of several overlapping, wavy, organic shapes in shades of light blue, teal, and pale green, creating a sense of depth and movement. In the foreground, there are sharp, angular geometric shapes in various shades of blue, ranging from a deep navy to a light sky blue. Scattered throughout the composition are numerous small, irregular polygons in white and light blue, some appearing to float or be part of a larger pattern. The overall aesthetic is clean, modern, and visually appealing.

**Thank You**