Google Analytics Setup

Set up Google Analytics the right way for a therapy practice: count the three things that mean someone wants help, and keep anything private out. Three steps: create, install, count.

1 · CREATE Account and property

Use the same practice-owned Google account as Search Console. Account = your practice. Property = your website. Objective: “Generate leads.” Choose Web and leave Enhanced measurement on.

Google account used _____

Property name · time zone _____

2 · INSTALL Tag on every page, once

Website builder (Squarespace, Wix, WordPress): paste just the tag ID into your site’s settings. WordPress: Site Kit can do it. Built by hand: send your web person the code from “Install manually.”

Tag ID: G- _____

Where I pasted it _____

3 · COUNT One key event: generate_lead

form_start is interest, not an inquiry, so never make it a key event. form_submit can miss booking widgets. Instead: Admin → Events → Create event → name it generate_lead, turn on “Mark as key event,” no dollar value.

Examples: Form with a thank-you page → trigger: page_view, URL of the thank-you page · Form without one → trigger: form_submit, your contact form · Booking button and phone number → your web person or plugin sends generate_lead, labeled booking or phone

Form trigger (thank-you page URL or form name) _____

Booking button: sends generate_lead (yes / who) _____

Phone tap: sends generate_lead (yes / who) _____

PRIVACY Nothing private, ever

Never send names, emails, phone numbers or anything a client types. Keep the tag out of your client portal, intake forms and anything behind a login. Data retention: 2 months. Google signals: off.

Retention set to 2 months · signals off (date) _____

CHECK Test it on your phone

Realtime showed 1 active user on mobile data (date) _____

Test inquiry counted as generate_lead (date) _____

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