

# Google Analytics & Search Console Setup Checklist

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- [ ] Step 1: Create a Google Analytics Account at [analytics.google.com](https://analytics.google.com)
- [ ] Step 2: Set up a Property in GA4 with your blog name, timezone, and currency
- [ ] Step 3: Copy the Measurement ID (G-XXXXXXXXXX) from your Data Stream
- [ ] Step 4: Add the GA tracking code to your site (via plugin or manually in <head>)
- [ ] Step 5: Verify it's working in the Real-Time report
- [ ] Step 6: Go to [search.google.com/search-console](https://search.google.com/search-console) to add your blog to GSC
- [ ] Step 7: Choose 'URL Prefix' (recommended for beginners) or 'Domain' method
- [ ] Step 8: Verify ownership (using Site Kit, HTML tag, or DNS)
- [ ] Step 9: Submit your sitemap: `/sitemap_index.xml` if using Yoast or Rank Math
- [ ] Step 10: (Optional) Link GSC to GA4 via Admin > Product Links > Search Console
- [ ] Step 11: Start checking your traffic and keyword data weekly!