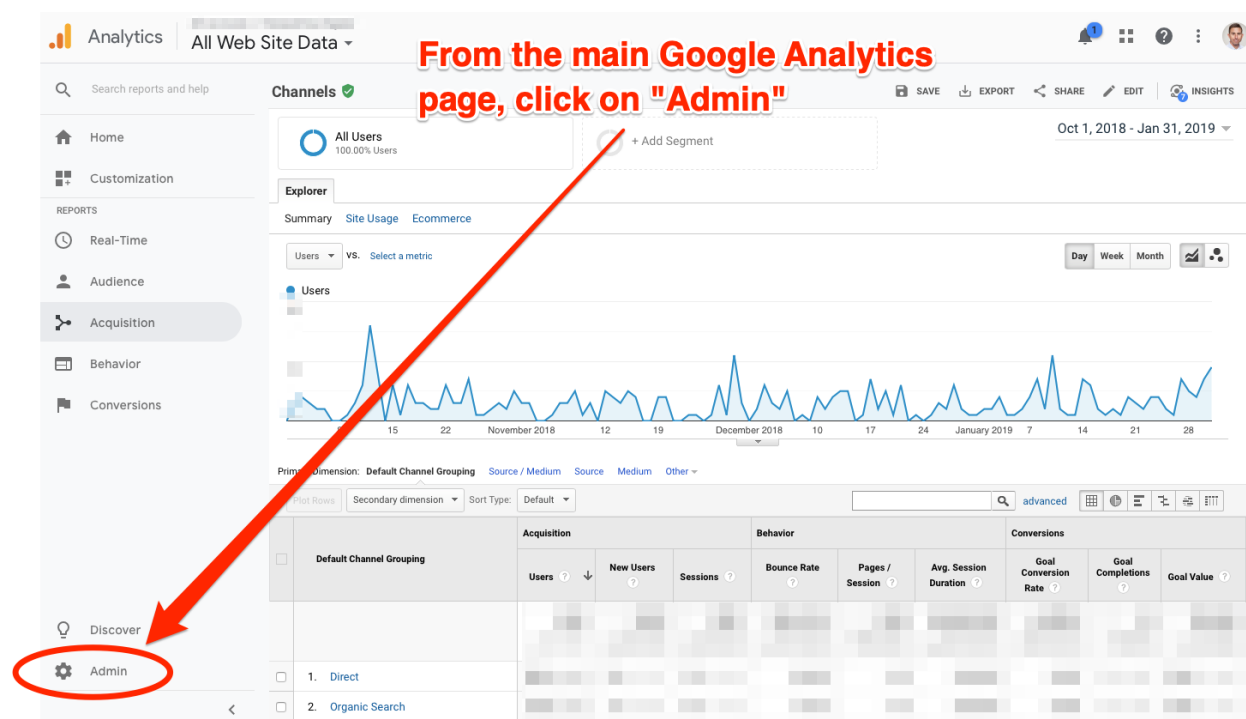


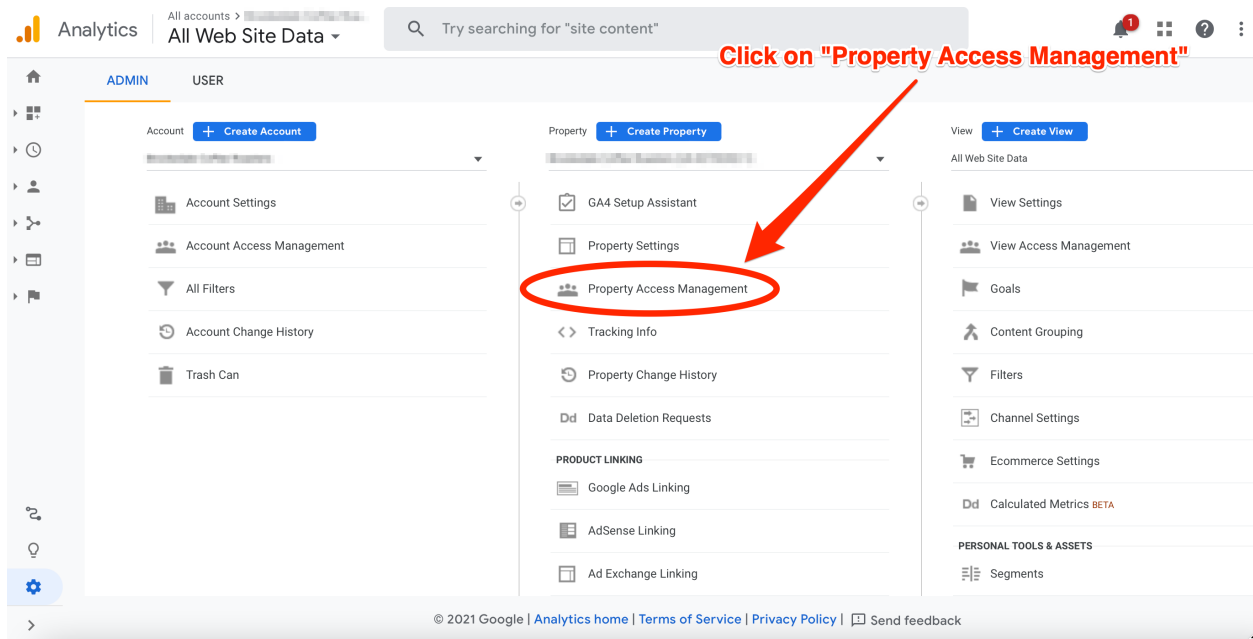
Allowing Access to Google Analytics

December 2021

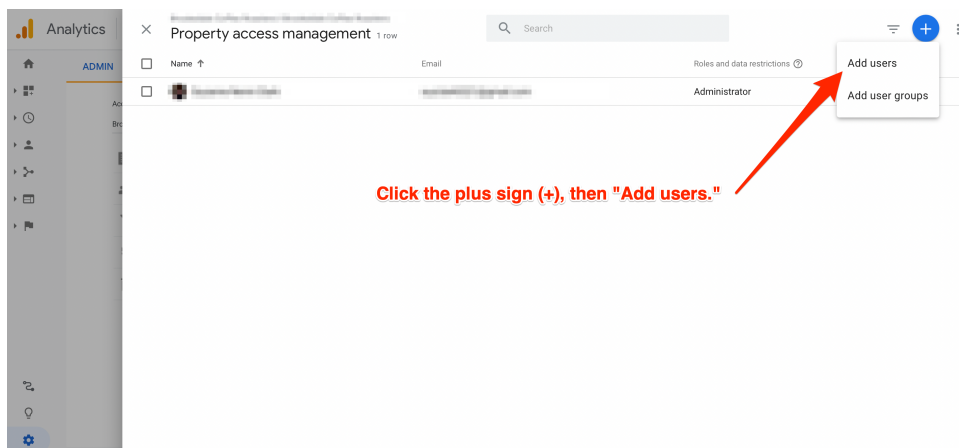
This document explains the process of adding the Generations Digital team to your Google Analytics.



1) Click on the Admin section of Google Analytics.



- 2) You will then be taken to the screen above. Under the middle column under "Property", choose "Property Access Management."



- 3) Next, you will then be taken to the screen above. To add a user, click on the blue plus sign (+) button in upper right corner.

× Add roles and data restrictions

Email addresses

1. Enter email address

george@generationsdigital.com

3. Click this button to finish adding user.

☒ Notify new users by email

Direct roles and data restrictions ?

2. Choose "Editor" role.

Standard roles

- ☐ Administrator
Full control of property. [Learn more](#)
- ☒ Editor
Edit all data and settings for property. Cannot manage users. [Learn more](#)
- ☐ Analyst
Create and edit shared assets like dashboards and annotations for property. Includes Viewer role. [Learn more](#)
- ☐ Viewer

Add

- 4) Finally, you will then be taken to this screen above. You need to complete all three (3) steps, including 1) Enter email address, 2) Select Editor role, and 3) Click the blue “Add” button in upper right corner to complete.