

# How to link GTM with GA4 Properties

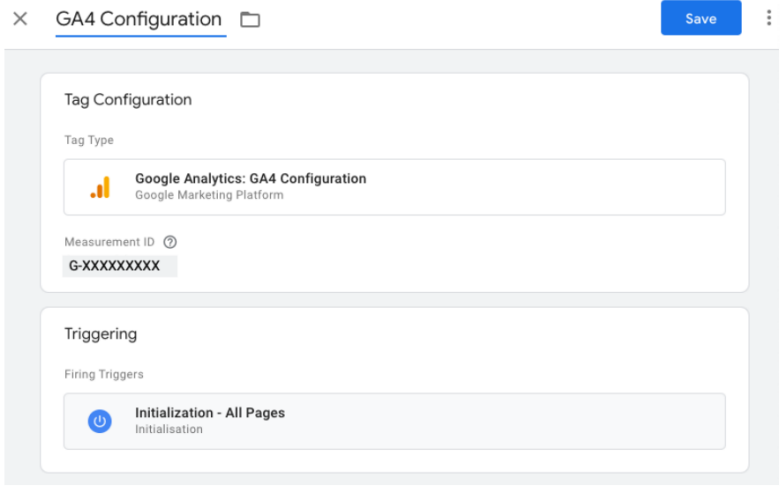
Reference:

<https://support.google.com/tagmanager/answer/9442095?hl=en>

## Step 1: Create a GA4 Configuration tag

#	Description
1	In <a href="#">Google Tag Manager</a> , click <b>Tags &gt; New</b> .
2	Enter a name for the tag at the top (e.g., "GA4 Configuration - <a href="#">example.com</a> ").
3	In the <b>Tag Configuration</b> box, select <b>Google Analytics: GA4 Configuration</b> .
4	Configure your tag: <ul style="list-style-type: none"><li>• In the field Measurement ID, enter your "G-" ID.</li><li>• Keep the <b>Send a page view event when this configuration loads</b> option checked to automatically send <code>pageview</code> events.</li></ul>

## Step 2: Create a trigger

#	Description	Result
1	<p>Set up a trigger to load the <b>Google Analytics: GA4 Configuration</b> when someone loads your website.</p> <ul style="list-style-type: none"><li>• To ensure that the <b>Google Analytics 4 Configuration</b> tag fires before other triggers, click <b>Triggering</b> and use the <b>Initialization - All pages</b> trigger. Learn more about <a href="#">Page triggers</a>.</li><li>• Save the tag configuration.</li></ul>	<p><b>Result</b></p> <p>Your tag configuration should look like this:</p> 

## Step 3: Verify your tag works

Make sure your tag works as intended:

1. In [Google Tag Manager](#), click **Preview**. The Tag Assistant opens.
2. Enter your site's URL.
3. Check if the **Google Analytics: GA4 Configuration** fired when the page loaded.  
If your tag fired successfully, the Tag Assistant UI look like this:  
[blocked URL](#)  
If your tag didn't fire, check your tag's trigger settings.
4. When you are done with debugging, close Preview mode.
5. In your **Workspace**, click **Submit** to publish your changes.