

DELRAY DIGITAL SOLUTIONS

The GA4 Quick-Setup Guide for Business Owners

Get real tracking running without a marketing degree.

Initial Setup

Create a GA4 property, not just Universal Analytics leftover

Install the tracking tag correctly (Tag Manager recommended)

Key Events to Track

Contact form submissions

Phone number clicks

Key page views (pricing, services)

Common Mistakes

Not filtering out internal traffic

Never checking the reports after setup

Want this set up correctly and monitored? Delray's SEO audit checks your analytics too.