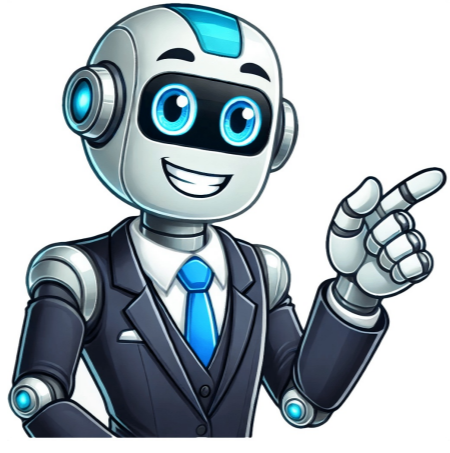


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click Start Measurement. If you already have an account set up, go to step 2. In Admin, click Create, then select Account. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be a viewer or above at the account level to create an Analytics account. Provide an account name. Configure the data-sharing settings to control which data you share with Google. Click Next to add the first property to the account. Use Google Analytics to understand the full customer journey, from first visit to purchase. You need the Editor role to add properties to a Google Analytics account. If you created this account, you automatically have the Editor role. You can add up to 2,000 properties (any combination of Universal Analytics and Google Analytics 4 properties) to an Analytics account. To raise this limit, contact your support representative. To create a property: Are you continuing from "Create an Analytics account", above? If so, skip to step 2. Otherwise, in Admin, click Create, then select Property. Enter a name for the property (e.g. "My Business, Inc website") and select the reporting time zone and currency. If a visitor comes to your website on a Tuesday in their time zone, but it's Monday in your time zone, the visit is recorded as having occurred on Monday. If you choose a time zone that honors Daylight Savings Time, Analytics automatically adjusts for time changes. Use Greenwich Mean Time if you don't want to adjust for Daylight Savings Time. Changing the time zone only affects data going forward. If you change the time zone for an existing property, you may see a flat spot or a spike in your data, caused by the time shift forwards or backwards, respectively. Report data may refer to the old time zone for a short period after you update your settings, until Analytics servers have processed the change. We recommend that you change the time zone for a property no more than once per day so Analytics can process the change. Click Next. Select your industry category and business size. Click Next. Select how you intend to use Google Analytics. Google Analytics tailors the set of default reports based on the information you provide about how you intend to use Analytics. For example, if you choose "Generate more leads," you will see a collection of reports to help you measure lead generation. Learn more about the business objectives reports collection. Click Create and (if you are setting up a new account) accept the Analytics Terms of Service and the Data Processing Amendment. Continue to Add a data stream to start collecting data. Add a data stream Are you continuing from "Create a property", above? If so, skip to step 2. Otherwise, in Admin, under Data collection and modification, click Data Streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to add a data stream. Click Add stream. Click iOS app, Android app, or Web iOS app or Android app When you add an app data stream, Analytics creates a corresponding Firebase project and app data stream, and automatically links the Firebase project to your property if your project and property are not already linked. You can link to an existing Firebase project, however you have to do this from Firebase (and for a GA4 property that is not yet linked with Firebase.) Learn how. Enter the iOS bundle ID or Android package name, the app name, and for iOS, the App Store ID, then click Register app. Click Next and follow the instructions to download the config file for your app. Click Next and follow the instructions to add the Google Analytics for Firebase SDK to your app. Click Next. Run your app to verify installation of the SDK and that the app is communicating with Google servers. Click Finish. (Alternatively, click Skip this step if you want to complete app setup at a later time.) Web Watch a step-by-step video to see how to set up Google Analytics on your website using Google Tag Manager. Set up data collection To begin seeing data in your new Google Analytics 4 property, you'll need to do one of the following: Add the tag to a website builder or CMS-hosted website (e.g., HubSpot, Shopify, etc.) Many CMSs have native integrations with Google Analytics 4. If you're using one of the CMSs listed below, follow the instructions to find your Google tag ID and paste it into the Google Analytics field that your CMS provides. To find your Google tag ("G-") ID: In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to create. Click the data stream for which you need the ID. Under Stream Details, copy the Measurement ID (starts with "G-" or "AW-") Enter your Google tag ID into the field that your CMS provides. All other website builders If you are using a CMS or website builder that doesn't provide a field to enter your Google tag ID, you'll need to paste your Google tag into your website using your CMS's custom HTML feature. In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to create. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually. On the screen, you'll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag to your website using your CMS's custom HTML feature. Follow your CMS's instructions on how to do this below: Cart.com: Contact Cart.com support for instructions. PrestaShop: Contact PrestaShop support for instructions. Salesforce (Demandware): Contact Salesforce support for instructions. VTEX: Contact VTEX support for instructions. Weebly instructions Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Add the Google tag directly to your web pages You need access to the HTML for your web pages. Ask your web developer to perform these steps if you're unable to complete the steps yourself. In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector. You must be an Editor or above at the property level to create. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually. On the screen, you'll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag immediately after the on each page of your website. Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Don't see a Data Streams option in the Property column? You are in a Universal Analytics property instead of the GA4 property that you just created. Use the property selector or Admin to navigate to your new GA4 property. Add your tag using Google Tag Manager To set up data collection for an app, read these instructions. Next steps After you have set up data collection, complete additional configurations to get more useful data out of Analytics. Review the checklist to learn which configurations are right for you to collect more data, filter unwanted data, and power advertising. You can show a Chrome tab or your screen from your PC to your TV with your Chromecast or Google TV Streamer (4K) device. You can cast most web content. Some plugins won't work, like Silverlight, QuickTime, and VLC. To show Chrome on your TV, you need: Cast a tab from Chrome Important: To cast on a Mac computer with macOS 15 or later, you must give Chrome access in your system settings. On your computer, open Chrome. At the top right, select More Cast, save, and share Cast. Select the cast receiver you want to use. If the device is already in use, the current content is replaced. To end the cast, on the right of the address bar, select Cast Stop casting. Tip: You can cast directly from the media player on sites that work with Google Cast. Learn more about Google Cast-enabled site vs. casting a tab. What you'll find in Chrome When you cast a tab to a TV, a Display icon appears on the tab. When there's an active Cast session, on the right of the address bar, next to Extensions, you can find the Cast connected icon. To use a shortcut in Chrome, add the Cast button. Tip: The videos or images you cast appear on your computer and TV, but the sound only plays on your TV. Sounds for other tabs and apps still play on your computer. Cast your computer screen You can display your entire computer screen with Chrome on Mac, Windows, or Chromebook. Important: When you cast your screen, the audio might play on your computer. To play the audio on your TV instead, cast the tab. On your computer, open Chrome. At the top right, select More Cast, save, and share Cast. Select Sources Cast screen. Select the device you want to cast your screen on. Cast music and videos from your computer On your computer, open Chrome. Open the file you want to cast in a Chrome tab. Drag and drop the file into a Chrome tab, or use a keyboard shortcut. Windows: Ctrl + O Mac: command + O At the top right, select More Cast, save, and share Cast. Select the device you want to cast to. Related resources To easily manage and share content across all of your devices and the cloud, use Google's desktop sync client. Drive for desktop. If you edit, delete or move a file on the Cloud, the same change happens on your computer and devices, and vice versa. In this way, your files are always up to date and can be accessed from any device. You can use Drive for desktop to: Open files stored on the Cloud directly on your computer. Find and organize your files in your computers file system without using storage space. Sync folders from your computer to Google Drive. When you sync, your files download from the cloud and upload from your computers hard drive. After you sync, your computer's files match those in the cloud. Your files stay up to date and accessible, any change you make applies across devices. Save files and folders for offline use. This includes files from shared drives. Collaborate on Microsoft Office files in real time. If you use Outlook on Windows with a work or school account, send and save files with Microsoft Outlook. Important: Before you start, check that your operating system is compatible with Drive for desktop. Download Drive for desktop: DOWNLOAD FOR WINDOWS Open "GoogleDriveSetup.exe." Follow the on-screen instructions. Tip: If you use a work or school account, you might not be able to use Drive for desktop or your organization might have to install it for you. If you have questions, ask your administrator. On Drive for desktop, at the bottom right, in the system tray, you can find the Drive for desktop menu. Tip: To Show hidden icons, click the arrow. To make it easier to find Drive for desktop when it's closed, you can pin it. To add Drive to the Start menu: In your Start menu, right click Drive Pin to Start. To add Drive to the taskbar: In your Start menu, right click Drive Pin to Taskbar. Important: Before you start, check that your operating system is compatible with Drive for desktop. Download Drive for desktop: DOWNLOAD FOR MAC Open GoogleDrive.dmg. Follow the on-screen instructions. Tip: If you use a work or school account, you might not be able to use Drive for desktop. Your organization must install it for you. If you have questions, ask your administrator. On Drive for desktop, at the top right, in the menu bar, you can find the Drive for desktop menu. To make it easier to find Drive for desktop when it's closed, you can pin it. To add Drive to your Dock: In the Applications folder, drag the Drive app to the left side of the recently used apps separator line. Sign in to Drive for desktop Sync files and folders to Drive for Desktop For this same video with audio descriptions, go to Sync files and folders to Drive for Desktop. When you first open Drive for desktop, you receive a notification Google Drive would like to start syncing. Click OK. On your computer, open Drive for desktop. You can sync files from your computer to Google Drive and backup to Google Photos. On your computer, open Drive for desktop. Click Settings Preferences. On the left, click Folders from your computer. Select an option: Sync with Google Drive: Files you change in the synced folder reflect on Drive. Drive changes reflect on your computer. Synced folders shows under "Computers." Back up Google Photos: Only photos and videos upload. Photos or videos you delete in one place don't delete in another. Edits upload as new images. You can find your photos and videos from any device online or on the Google Photos mobile app. Use Drive for desktop with macOS Sync to Google Drive & Google Photos Important: If you only store photos and videos, we recommend you backup to Google Photos. If you store your files in photos and videos, they upload twice and use more of your Google storage. Network Attached Storage (NAS) only supports backups to Google Photos. Important: If you have multiple Apple Photos libraries, only the System Photo Library syncs to Google Photos. You can sync all Apple Photos libraries in Drive. If you sync an Apple Photos library with Drive, everything syncs. We do not recommend you make changes to these files from another computer or in the cloud as it can corrupt your library. Your System Photo Library is the only library that works with iCloud Photos, Shared Albums, and My Photo Stream. If you only have one photo library, then it's the System Photo Library. Otherwise, the first photo library that you create or open in Photos is your System Photo Library. When you download photos and videos from your iCloud and upload them to Google Photos, it temporarily uses your Hard drive space. Learn more about backing up photos & videos. Access your files when they're synced On your computer, click your name Google Drive. You can find several options based on your Drive usage: My Drive: Contains your own personal files and folders. Shared Drives: Contains files and folders others share with you. Other Computers: Displays files synced from other computers connected to your Google Account. Double click the file you want to open. Files created in Google Docs, Sheets, Slides, or Forms open in your web browser. Other files, like Word docs or .pdf files, open in their default programs on your computer. Tip: If your Drive and "My Drive" folder is empty, you can't find the "Shared Drives" or "Other Computers" views. Customize your Drive for desktop settings Improve your Drive for desktop experience with Advanced Settings. You can: Customize sync preferences. Enable or disable real-time presence with Microsoft Office. Customize Google Photos settings. Customize general settings, such as automatic launch, hotkeys, and proxy settings. Learn how to customize you Drive for desktop settings. Open files & folders offline Search for your Drive files To find your files in Drive, search in Drive for desktop. When you search in Drive for desktop, rather than in Windows Search or macOS Spotlight, it ensures that your search includes all files from the Drive streaming location. On your computer, open Drive for desktop. Click Search. Enter your search terms. Tip: You can use the same advanced searches as in Drive web. Open your file. If the file is on your computer, it opens with the associated application. Otherwise, it opens in Drive web. Tip: To open the search window you can also use the search hotkey combination. Work on MS Outlook & Office files Mirroring My Drive Mirroring and streaming are two ways to sync your files. Folders from your computer can only be mirrored. Shared drives and other computers can only be streamed. My Drive can either be mirrored or streamed. When Drive for desktop is installed, the My Drive folder is streamed. You can update your preferences and choose to mirror or stream My Drive after installation. Learn about streaming and mirroring options with Drive for desktop. Learn how to find and fix errors in Drive for desktop In Drive for desktop, under Activity, a Some errors occurred banner displays. To display the list of errors, you can either: Click the link in the banner. Click Settings Error list. Learn more about how to fix errors. Related resources SearchClear searchClose searchGoogle appsMain menu

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