



Google Analytics (GA4)

Step-by-Step Guide to Adding New Administrators in Google Analytics 4

1. **Log in to your Google Analytics account**
Go to analytics.google.com and sign in with your Google account credentials.
2. **Select the Correct Property**
Once logged in, navigate to the property you want to manage by selecting it from the top-left dropdown menu if you have multiple properties.
3. **Access the Admin Settings**
At the bottom-left corner of the screen, click on the **Admin** gear icon.
4. **Choose Property Access Management**
In the middle column, under the **Property** section, click on **Property Access Management**.
5. **Add New Users**
In the Property Access Management section, click the blue **+** button in the upper-right corner, then select **Add users** from the dropdown menu.
6. **Enter Email Addresses**
In the "Add users" window:
 - Enter **Jessica@leftcoastmarketing.com** and **Tony@leftcoastmarketing.com**.
 - Be sure to separate each email with a comma if you're adding both at the same time.
7. **Assign the Correct Role**
 - Under the **Permissions** section, check the box next to **Administrator** to grant full permissions.
 - Make sure **Viewer**, **Analyst**, and **Editor** boxes are also checked, as these are included with Administrator access by default.
8. **Send the Invitation**
 - Double-check the emails and permissions.
 - Click **Add** to send the invitation to Jessica and Tony.
9. **Confirmation**
 - Jessica and Tony will receive an email invitation to access the account. They need to accept this to finalize their access.

More from Google: Add, Edit and delete analytics users and groups:

<https://support.google.com/analytics/answer/9305788?hl=en#zippy=%2Cin-this-article>