

 **GOOGLE ANALYTICS 4**  
**ACCESS GUIDE**



This guide will walk you through granting our team the access they need to complete your selected service. Please follow the instructions for your specific package below.

## Tier 1: The Forensic Roadmap

- **Access Required:** None.
- **Next Steps:** No login or property access is needed. Your technical pulse check is performed entirely through external forensic scanning. Your report will arrive within 48 hours.

## Tier 2: The Growth Engine

- **Access Required:** Google Analytics 4 (Viewer)
- **Purpose:** Allows our analysts to perform a deep-dive forensic audit of your existing data and configurations.

## Instructions for GA4 Access

1. **Log in to [analytics.google.com](https://analytics.google.com).**
2. Click the **Admin (Gear Icon)** in the bottom left corner.
3. In the Property column, click **Property Access Management**.
4. Click the blue **[+]** button and select **Add users**.
5. Enter our secure audit email: **ga4@blackcat.marketing**
6. Select Role: **Viewer**.
7. Ensure "Notify new users by email" is checked and click **Add**.



## Tier 3: The Data Powerhouse

- **Access Required:** Google Analytics 4 (Editor) & Google Tag Manager (Publish)
- **Purpose:** Allows our architects to implement technical repairs, configure custom events, and build your growth dashboards.

### Step A: Google Analytics 4 Access

1. Log in to [analytics.google.com](https://analytics.google.com).
2. Click the **Admin (Gear Icon)** in the bottom left corner.
3. In the Property column, click **Property Access Management**.
4. Click the blue **[+]** button and select **Add users**.
5. Enter our secure audit email: **ga4@blackcat.marketing**
6. Select Role: **Editor**.
7. Ensure "Notify new users by email" is checked and click **Add**.

### Step B: Google Tag Manager Access

1. Log in to [tagmanager.google.com](https://tagmanager.google.com).
2. Click **Admin** in the top navigation bar.
3. In the Container column, click **User Management**.
4. Click the blue **[+]** button and select **Add users**.
5. Enter: **ga4@blackcat.marketing**
6. Container Permissions: Select **Publish**.
7. Click **Invite**.



## The Roadmap: What Happens Next?

- **The Forensic Roadmap:** Your report arrives within 48 hours.
- **The Growth Engine:** Once access is confirmed, our specialists begin the audit. Your Scorecard arrives within 48–72 hours.
- **The Data Power House:** Once access is confirmed, your implementation phase begins. We will reach out within 24-48 hours to discuss your custom dashboard.

If you have any questions, please contact us at **ga4@blackcat.marketing**. We are here to help!



 <https://blackcat.marketing>

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