



GA4 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.ess, you aren't "giving away the keys." You are inviting an expert into the engine room for a professional inspection.

Package 1: The Snapshot

- ✓ **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.

Package 2: The Health Score

- ✓ **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

Step 1: Log in to analytics.google.com

Step 2: Click the Admin () in the bottom left corner.

Step 3: In the Property column, click Property Access Management.

Step 4: Click the blue [+] button in the top right and select Add users.

Step 5: Enter our secure audit email: **ga4@blackcat.marketing**

Step 6: Select Role: Choose "**Viewer**" for the Guided Health Score package.

Step 7: Ensure "Notify new users by email" is checked and click **Add**.

Package 3: The Blueprint

✓ **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

Step 1: Log in to **analytics.google.com**

Step 2: Click the Admin () in the bottom left corner.

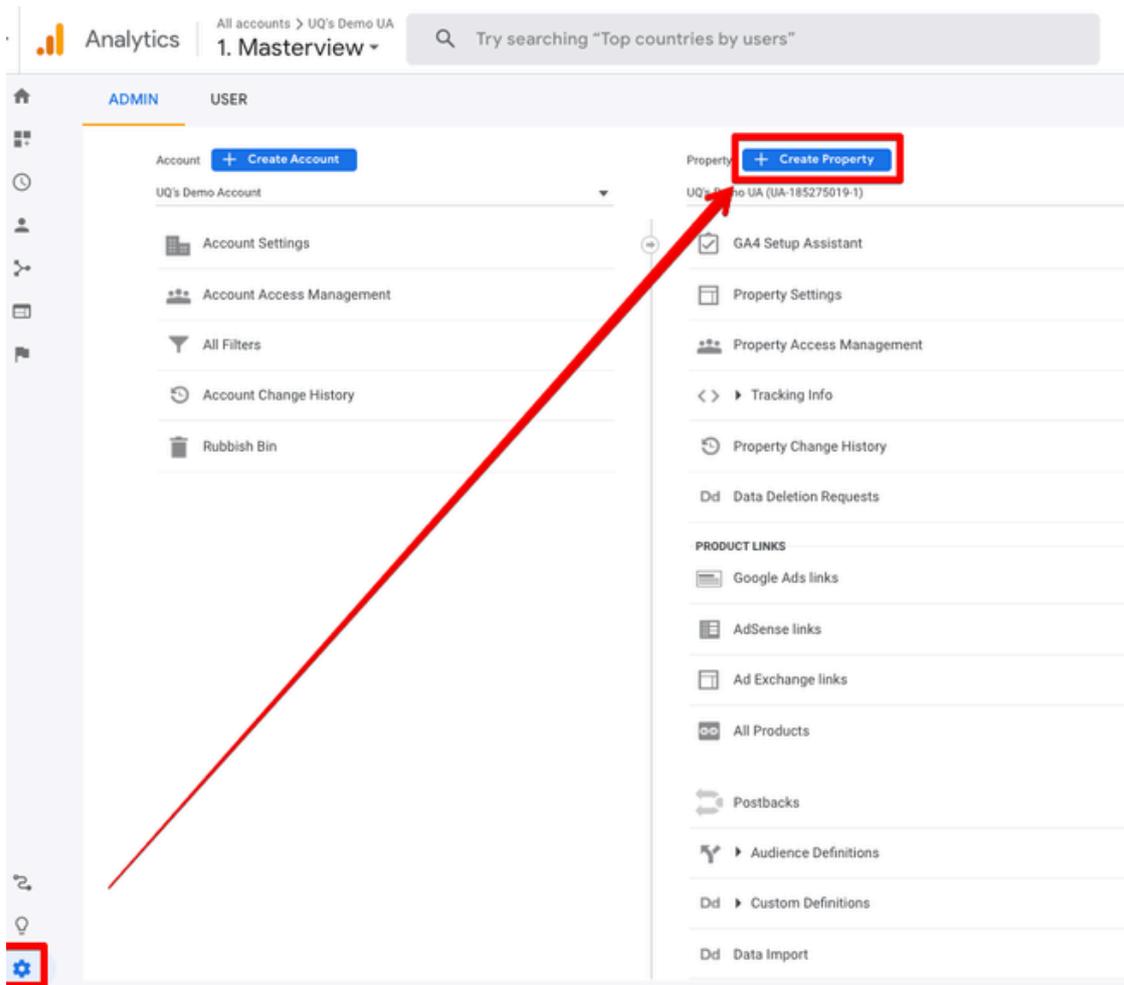
Step 3: In the Property column, click Property Access Management.

Step 4: Click the blue [+] button in the top right and select Add users.

Step 5: Enter our secure audit email: **ga4@blackcat.marketing**

Step 6: Select Role: Choose "**Viewer**" for the Guided Health Score package.

Step 7: Ensure "Notify new users by email" is checked and click **Add**.



Step B: Google Tag Manager Access

Step 1: Log in to tagmanager.google.com

Step 2: Click Admin in the top navigation bar.

Step 3: In the Container column (on the right), click User Management.

Step 4: Click the blue [+] button and select Add users.

Step 5: Enter: ga4@blackcat.marketing

Step 6: Container Permissions: Select "**Publish**". (This allows us to implement and go-live with your repairs).

Step 7: Click Invite.

What HappenThe Roadmap: What Happens Next?

- **The Snapshot:** No access required. Your technical pulse-check arrives within 48 hours.
- **The Health Score:** Once access is confirmed, our specialists begin audit. Your full Scorecard arrives within 48–72 hours.
- **The Blueprint:** 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!

Follow us on social media for more Tips and Tricks

