

# Our Google Whisperer's Roadmap to GA4 2023 Checklist



## 1. Create a GA4 property:

- Set up [Google Analytics account](#) for the first time
- Add a [Google Analytics 4 property](#) to an account that already has Analytics

## 2. Create Conversion Goals:

- Create [custom events](#)
- Decide which [events will be tracked as conversions](#)
- View your [events in real-time](#)

## 3. Create [Custom Reports](#)

### 4. Connect Search Console

- Create a link to a Search Console property
- Download [Google Whisperer's Guide to Search Console GA4 Integration](#)
- Follow directions on pages 2-10 in this guide
- Publish Search Console reports to your GA property
- Follow directions from pages 11-13
- View Search Console reports
- Follow directions from pages 14-15