

# Switching from Universal Analytics to Google Analytics 4

## with Google Tag Manager

1

Audit current tags in Google Tag Manager

2

Create a Google Analytics 4 property (see our guide)

3

Create a configuration tag (GA4 Measurement ID)

4

Create GA4 events that match previous UA tags (audit results to ensure what tags are needed)

5

Preview new GA4 event tags to ensure GTM is tracking correctly

6

Publish GA4 tags in the GTM container (this links the GTM tags to GA4)