

SYNERGY MARKETING

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GA4 Setup Guide for HK Business Owners

Get Google Analytics 4 tracking what actually matters — in plain English.

A practical guide from the team that runs its own brands on this.

GA4 Setup Guide for HK Business Owners

GA4 is powerful but confusing, and most HK businesses set it up wrong (or not at all) — so they're flying blind. This guide walks you through a correct, business-focused setup, no jargon. You don't need to be technical; you need the right events tracked.

Step 1 — Create the right structure

- **One GA4 property per website** — Don't mix multiple sites in one property.
- **Install via Google Tag Manager** — Cleaner and easier to manage than hard-coding (see our GTM guide).
- **Verify it's collecting** — Use the Realtime report — open your site, see yourself appear.

Step 2 — Track what the business cares about

Pageviews are automatic but useless alone. Set up **key events** (conversions) for the actions that mean money:

- **Form submissions** — Every enquiry / contact form.
- **WhatsApp / call clicks** — Tag click-to-chat and click-to-call links.
- **Quote / booking requests** — Whatever your 'hot lead' action is.
- **Mark them as Key Events** — In GA4 → Events, toggle these as key events so they show as conversions.

Step 3 — Connect the ecosystem

- **Link Google Ads** — So you see which ads produce real enquiries, not just clicks.
- **Link Search Console** — To combine SEO search data with behaviour.
- **Set up audiences** — E.g. people who enquired, for remarketing.

Step 4 — Make it usable

- **Build one simple report** — Sessions, key events, and source/medium — the 3 things to check weekly.
- **Filter internal traffic** — Exclude your own team's visits so data isn't skewed.
- **Set data retention** — Bump retention to 14 months in settings.

Common mistakes we fix

- Only tracking pageviews — no conversions, so you can't tell what works.
- Internal traffic inflating numbers.
- Google Ads not linked — wasted spend invisible.
- Nobody reviews it, so insights never turn into action.

Want us to do this for you?

Prefer it done right the first time? We'll set up GA4 + key events for you.

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