

L♥VES DATA



Properties Tool

Loves Data's Google Analytics Property Tool

Getting Started

1. Open the template spreadsheet and click 'Use Template': <https://lovesdata.co/NiErEm>
2. Click the 'Get Properties' button
3. A 'Running Script' message will appear at the top of Google Sheets, this indicates the script is running and the list of accounts and properties are being compiled
4. The first time you use the tool, the 'Authorization Required' message will appear and you will need to follow these additional steps:
 - a. Click 'Continue'
 - b. Choose your Google account
 - c. A message saying 'Google hasn't verified this app' will appear
 - d. Click the 'Advanced' link
 - e. Click the 'Go to Property Tool (unsafe)' link
 - f. Click 'Allow'
 - g. Click the 'Get Properties' button in the spreadsheet again

Why does it say the app isn't verified?

To have the app verified, we would need to submit the project to Google. This requires time and resources that we simply can't commit to this free tool. Instead, you are welcome to view the script to check how it works. To do this, select 'Extensions', then 'Apps Script'. You will then see the script used to list your accounts and properties from Google Analytics.

Are you encountering an error?

Since this project has not been registered with Google, you might encounter an error saying "This app is blocked". If this is the case, then you will need to create the Apps Script using your own account to use the tool. The steps to do this are:

1. Make a copy of the Loves Data Properties Tool template: <https://lovesdata.co/mbURSO>
2. Select 'Extensions' and then 'Apps Script'
3. By default, there will be a file called 'Code.gs', delete any existing code in this file
4. Copy the code from <https://lovesdata.co/AYoniA> and paste it into the 'Code.gs' file
5. While the 'Code.gs' file is still selected click the save icon (to the left of 'Run') at the top
6. Click the plus sign next to 'Services'
7. Scroll down the list, select 'Google Analytics API', and then click 'Add'
8. Click the plus sign next to services 'Services' again
9. Scroll down the list, select 'Google Analytics Admin API', and then click 'Add'
10. Click 'Untitled Project' at the top, name it 'Loves Data Properties Tool', and click 'Rename'
11. Navigate back to the spreadsheet

12. Right click on the blue 'Get Properties' button and select the three vertical dots to the right of the button
13. Select 'Assign Script'
14. Ensure that the value is 'init' (without the quote marks), and click 'OK'
15. Click the 'Get Properties' button and follow the steps to authorize access to your Google Analytics account
16. After authorizing access, click the 'Get Properties' button again to run the script

Do you provide support for this tool?

As a free resource, this tool is provided 'as is', and unfortunately, we're unable to provide you with one-on-one support to assist you with the tool.

Using The Tool

1. Click the 'Get Properties' button
2. A 'Running Script' message will appear at the top of Google Sheets
3. Once the script has finished running, the spreadsheet will update with a list of accounts and properties you have access to using your login

The screenshot shows a Google Sheet titled "Loves Data's Google Analytics Property Tool". The spreadsheet contains the following data:

Account Name	Property Name	Type
Example Account	Example Property	UA
Example Account	Example Property	GA4

At the top of the spreadsheet, there is a "GET PROPERTIES" button and a message: "Ready? Press the button to run the script:". The spreadsheet also includes a "Loves Data" logo and the title "Google Analytics Properties Tool".

Extra Resources

- Upgrading to GA4: <https://lovesdata.co/huNdle>
- Google Analytics Glossary: <https://lovesdata.co/ApTUme>
- GA4 15-minute tutorial: <https://lovesdata.co/IMporE>
- Tracking conversions in GA4: <https://lovesdata.co/aNUtif>

Wrap Up

Our Google Analytics Property Tool is designed to help you check the types of Google Analytics properties you're managing. Once you've identified a property as being either UA (Universal Analytics) or GA4 (Google Analytics 4), you can then decide the steps that need to be taken to check or upgrade each property. And I'd love to know how you're using the tool – you can contact me at hello@lovesdata.com.

When you're ready to learn more about Google Analytics, Google Tag Manager and other important tools, join me in my courses. You can find details at <https://lovesdata.co/trousp>

– Benjamin and the Loves Data Team

