



# Google Analytics API & Site Tracker

-v3.0 Setup Guide-

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## Important points to note

Before you can move ahead and configure GA4 on the platform, there are a few things you need to comprehend before you can configure it correctly.

### What is Google Analytics?

Google Analytics is a platform that gathers data from your websites and apps to generate reports offering insights into your business.

It tracks website performance and collects visitor information, helping companies identify key sources of user traffic and understand demographics. Additionally, it reveals patterns and trends in user engagement and tracks goal completions, such as **adding products to carts** and making purchases.

Overall, it is an excellent tool for evaluating the success of a business's marketing activities and campaigns.

### Working of Google Analytics

To use Google Analytics (GA) for tracking your website's performance, follow these steps:

- Create a Google or Google business account.
- Visit the Google Analytics platform.
- Generate the site tracker code.
- Insert the site tracker code into the appropriate field on your platform.
- Review and track your website's performance via the GA platform.

### What is a site tracker code?

A tracking code is a small snippet of code that is usually implemented as JavaScript in the HTML source code of a website.

These lines of code allow advertisers, webmasters, and marketers to analyze the flow of visitors to websites and the activities of users.

The site tracker code can be obtained from any platform like Google that offers site tracking services.

## Yo!Gigs' Google Analytics API vs Site tracking feature

From the above explanation, it is clear that Google Analytics is a platform that tracks a website's performance once the site tracker code is added. And all tracking information and reports can be accessed on the Google Analytics platform.


However, GA also offers additional services, including the ability for users to import tracked information and display it on their custom dashboards. In simple terms, when users request GA to track a website, they can also ask it to share the tracked information and reports, which can then be displayed on the user's custom dashboard.

Yo!Gigs is designed to support both of these GA features.


Since they are distinct yet interconnected, they are configured separately under different sections of the Yo!Gigs platform:

- **Site tracking:** Generate the site tracking code from the Google Analytics platform and enter it in the Site Tracking Code field under the **Admin panel** by navigating to **Settings > System configurations > SEO & Tag manager** tab.

This will enable Google Analytics to effectively track the website's performance.

 *This feature operates independently and does not rely on the **Google Analytics API**.*

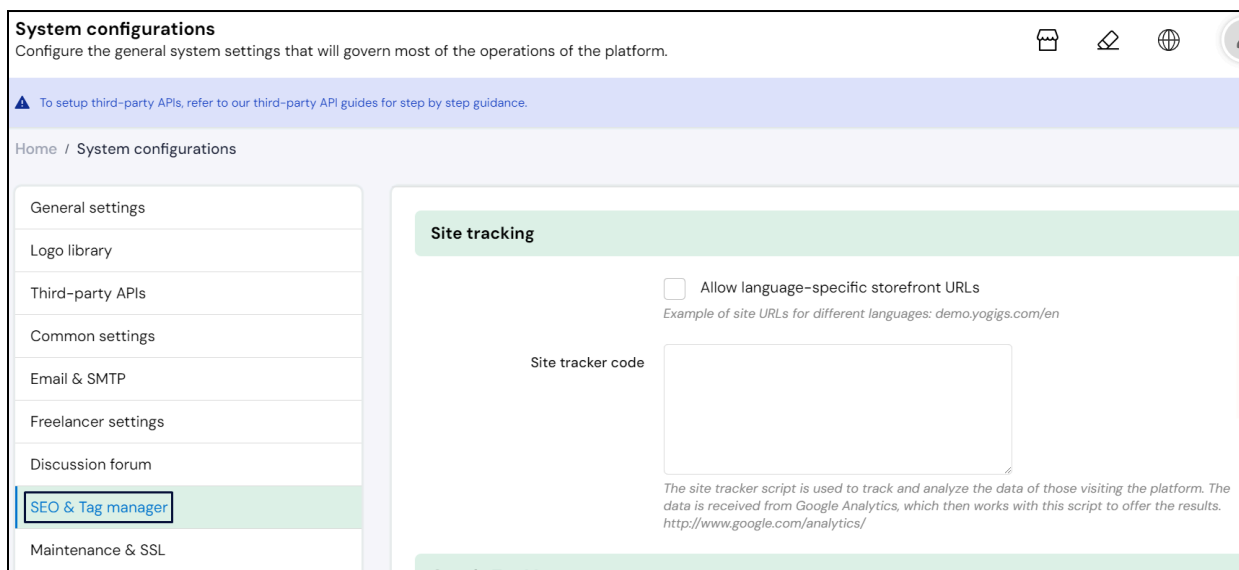
- **Google Analytics API:** Generate the necessary keys, including the property ID and JSON, to configure the Google Analytics API in the **Admin panel** under **Settings > System configurations > Third-party APIs** tab.

 *The **Google Analytics API** relies on the site tracking code and will function only if you have entered it in the designated field.*

This API allows you to import tracked information from Google Analytics and display relevant traffic data on the [admin dashboard](#).

# Configure the Site tracking feature

Configure the site tracking feature under Admin panel > Settings > System configurations > SEO & Tag manager tab.



Here are the steps to obtain the site tracker code:

## Step 1: Visit the Google Analytics dashboard



*To obtain all the keys, you will need a Google account, so it's helpful to have a business Gmail account set up beforehand. If you don't have one, create it first, then follow the steps below.*

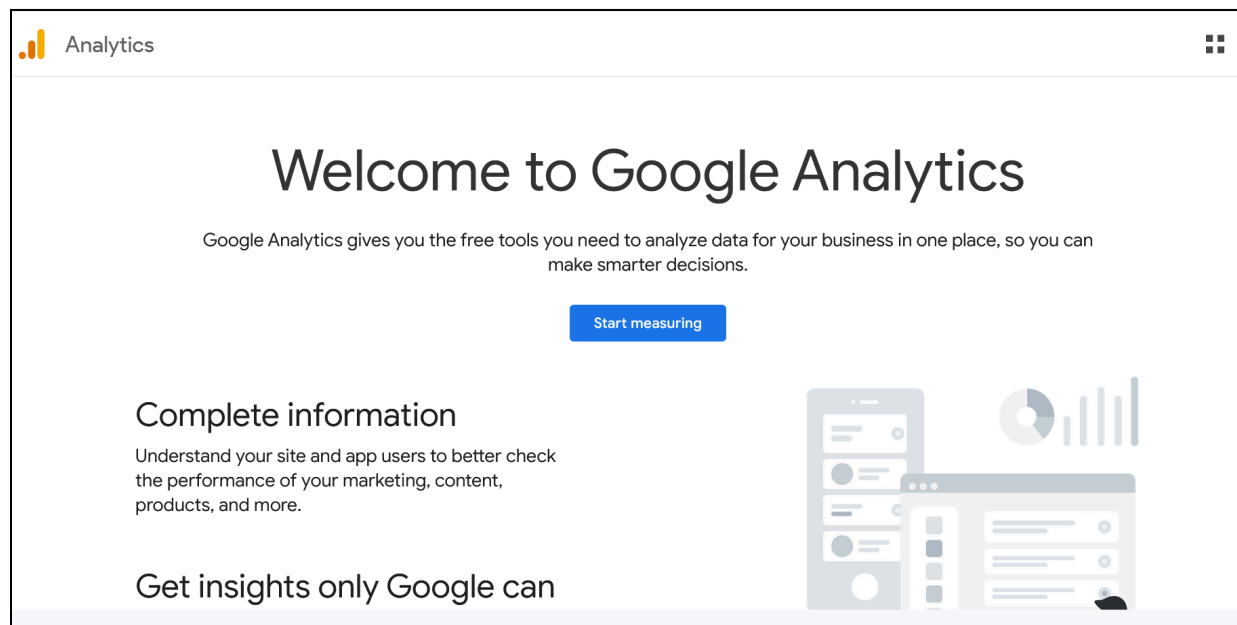
Log into your gmail account. Open a new tab and go to <https://analytics.google.com/>.

## Step 2: Create an account

Start by creating an Analytics account to collect and organize your data.

### i. For new users:

The following page will appear.



Click **Start measuring**.

This will direct you to the **Create an account** page.

### ii. For old users:

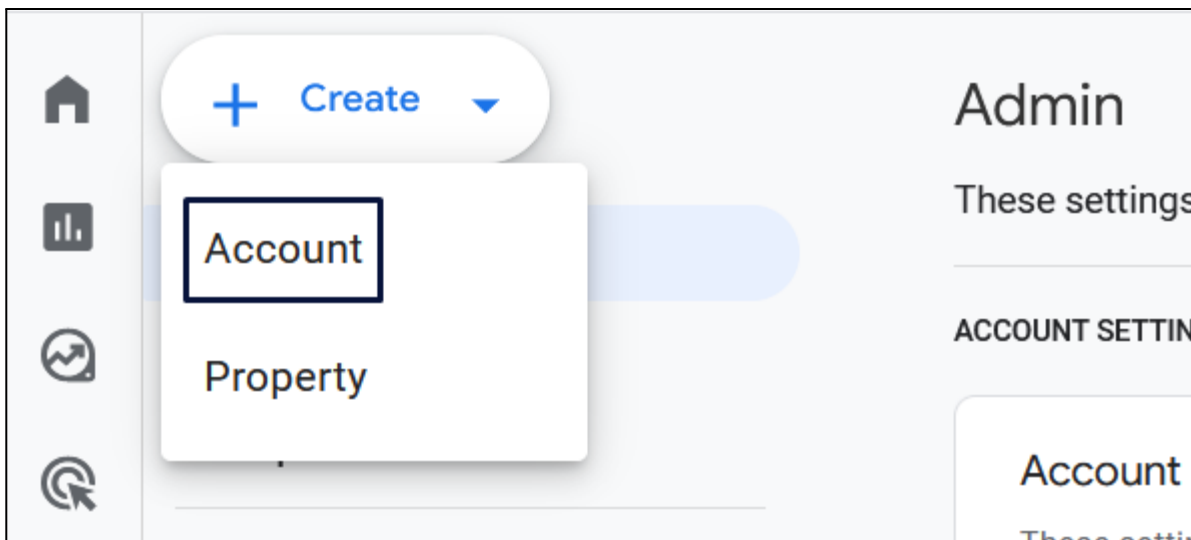


*These are users who have already used Google Analytics for some other project before.*



Hover over the **gear button** located in the lower left corner of the screen, and click it to go to the Admin settings page.

In the upper-left section of the page, click the **+ Create** button, and select **Account** from the dropdown menu.



This will direct you to the **Create an account** page.

 A screenshot of the 'Create an account' page. At the top is a progress bar with five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. Below the progress bar is the title 'Create an account' and a description: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' The main form is titled 'Account details' and contains a required field 'Account name (Required)' with a note 'Accounts can contain more than one measurement ID.' The input field contains the text 'My New Account Name'. At the bottom of the form is a disclaimer: 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.'

The form is divided into two sections.

Update each section accordingly:

### 1. Account details

- **Account name:** Enter an account name (for example, your business name).

Scroll down to update the next section:

### 2. Account Data Sharing Settings

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

Configure the account data sharing settings by check marking (selecting) all the settings available under this section.

### Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

- ☒ **Google products & services**  
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
- ☒ **Modeling contributions & business insights**  
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)
- ☒ **Technical support**  
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Recommendations for your business**  
Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products, providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

Learn how Google Analytics [safeguards your data](#).

Click **Next**.

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

**Next**



*By clicking **Next**, you are agreeing to all the Google Analytics Terms of Service. To review the terms, click the hyperlink.*

## Step 3: Create a property

Next, create a Google Analytics 4 property that will help measure all the web data.

Account creation

2 Property creation

3 Business details

4 Business objectives

5 Data collection

### Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Reporting time zone ?

United States (GMT-07:00) Los Angeles Time

Currency

US Dollar (\$)

You can edit these property details later in Admin

Back Next

Update the following under the **Property details** section:

- **Property name\*:** Enter a property name (this could be your website name).
- **Reporting time zone:** There are two fields under this: country and time zone.

Select the country in which your business is in and the time zone.

This is used as the day boundary for reports, regardless of where the data originates. If the time zone honors IST, Analytics will automatically adjust for the changes.



*Changing the time zone only affects data going forward, and is not applied retroactively.*

- **Currency:** Select your currency from the dropdown list.

Click **Next**.

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## Step 4: Define your business details

Choose your industry category and business size to help Google Analytics understand your platform better.

The screenshot shows a five-step progress bar at the top: 1. Account creation, 2. Property creation, 3. Business details (highlighted), 4. Business objectives, and 5. Data collection. Below the progress bar, the heading 'Describe your business' is followed by the text 'Help us better understand your business by answering the following. Your input helps improve Google Analytics.' A white form box titled 'Business details' contains two sections: 'Industry category (Required)' with a 'Select one' dropdown menu, and 'Business size (Required)' with four radio button options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'.

Update the following:

- **Industry category\***: Select the industry your business belongs to from the available option in the drop down list.
- **Business size\***: Select the approximate size of your business from the radio options available.

Click **Next**.

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## Step 5: Choose your business objective

Check mark the appropriate options to define your business goals.

The screenshot displays the 'Business objectives' step of a setup process. It features a header with three tabs: 'Property creation', 'Business details', and 'Business objectives' (the active tab, marked with a blue circle containing the number 4). Below the header, the title 'Choose your business objectives' is centered, followed by a subtitle: 'For reports that are personalized to your business, select the topics most important to you.' Five objective cards are listed, each with an icon, a title, a description, and a checkbox. The first four objectives are checked, while the fifth is not. At the bottom, there are 'Back' and 'Create' buttons.

Objective	Description	Status
<b>Generate leads</b>	Analyze visitor metrics and attract new customers	<input checked="" type="checkbox"/>
<b>Drive online sales</b>	Analyze purchase behavior and get more sales	<input checked="" type="checkbox"/>
<b>Raise brand awareness</b>	Spread the word about your business	<input checked="" type="checkbox"/>
<b>Examine user behavior</b>	Learn how people use your site or app	<input checked="" type="checkbox"/>
<b>Get baseline reports</b>	Multiple types of reports (this option can't be combined with other options)	<input type="checkbox"/>



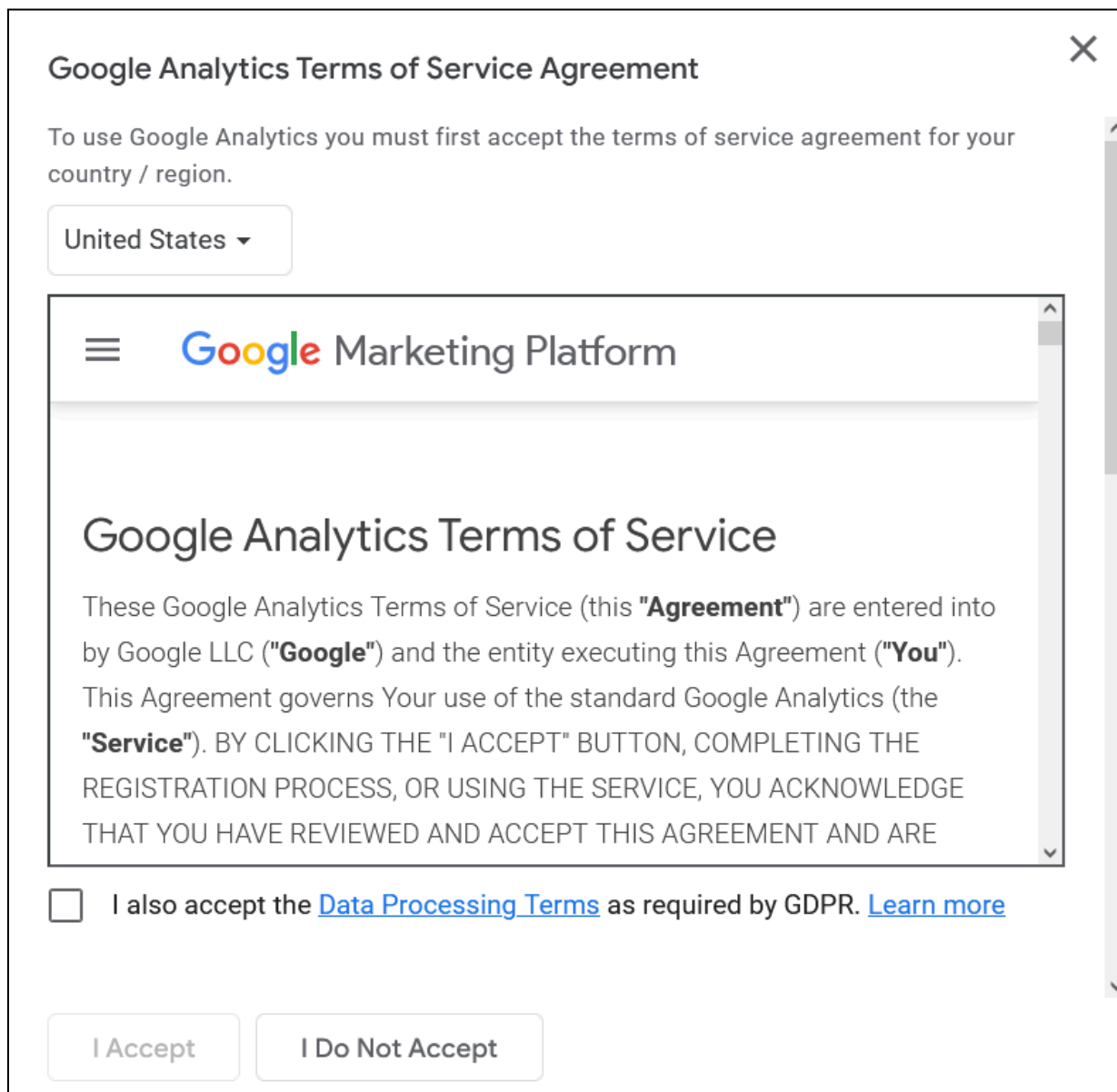
*You can select multiple objectives for your business from the provided list, except for the last objective—**Get baseline reports**—which can only be selected on its own.*

Click **Create**.

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## Step 6: Review and accept the Terms & Conditions

The Google Analytics Terms of Service Agreement pop-up will appear asking you to accept the Terms & Conditions before moving ahead.



The screenshot shows a modal window titled "Google Analytics Terms of Service Agreement" with a close button (X) in the top right corner. Below the title, it states: "To use Google Analytics you must first accept the terms of service agreement for your country / region." There is a dropdown menu showing "United States" with a downward arrow. Below this is a scrollable area containing the "Google Marketing Platform" logo and the heading "Google Analytics Terms of Service". The text inside the scroll area reads: "These Google Analytics Terms of Service (this **'Agreement'**) are entered into by Google LLC (**'Google'**) and the entity executing this Agreement (**'You'**). This Agreement governs Your use of the standard Google Analytics (the **'Service'**). BY CLICKING THE 'I ACCEPT' BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE". Below the scroll area is a checkbox labeled "I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)". At the bottom are two buttons: "I Accept" and "I Do Not Accept".

Select the country in which your business is operating in (if it wasn't updated by your previous selection).

Review the terms and conditions.

Check mark "I also accept the Data Processing Terms as required by GDPR. [Learn more.](#)"

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

Then, scroll down to review and accept the additional terms as well.

### Additional Terms Applicable to Data Shared with Google

You indicated you would like to share your Google Analytics data with Google products and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller-Controller Data Protection Terms, which apply to data you share with Google under the GDPR.

If you do not wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

### Google Measurement Controller-Controller Data Protection Terms

Review the additional terms.

the Agreement. Where the Agreement is between Customer and a third party reseller, these Controller Terms form a separate agreement between Google and Customer.

For the avoidance of doubt, the provision of the Measurement Services is

☐ I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

I Accept

I Do Not Accept

Check mark “I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.”

With this, the “I Accept” button becomes accessible.

Click it to accept and move ahead.

## Step 7: Set up a data stream

The final step is to link your website to the property and account you created, allowing the process of data collection to begin.



The screenshot shows a progress bar at the top with five steps: Account creation, Property creation, Business details, Business objectives, and Data collection (the current step, marked with a '5'). Below the progress bar, the heading 'Start collecting data' is centered. A paragraph explains that users can choose to collect data from the Web, an Android app, or an iOS app, and that they will receive instructions for adding a data collection tag. A link 'Learn more about data collection' with an external icon is provided. Below this, a section titled 'Choose a platform' contains three buttons: 'Web' (with a globe icon), 'Android app' (with an Android icon), and 'iOS app' (with an iOS icon). At the bottom left, there is a 'Skip for now' button.


Select 'web' (Yo!Gigs is a web app). The **Set up data stream** form will appear.

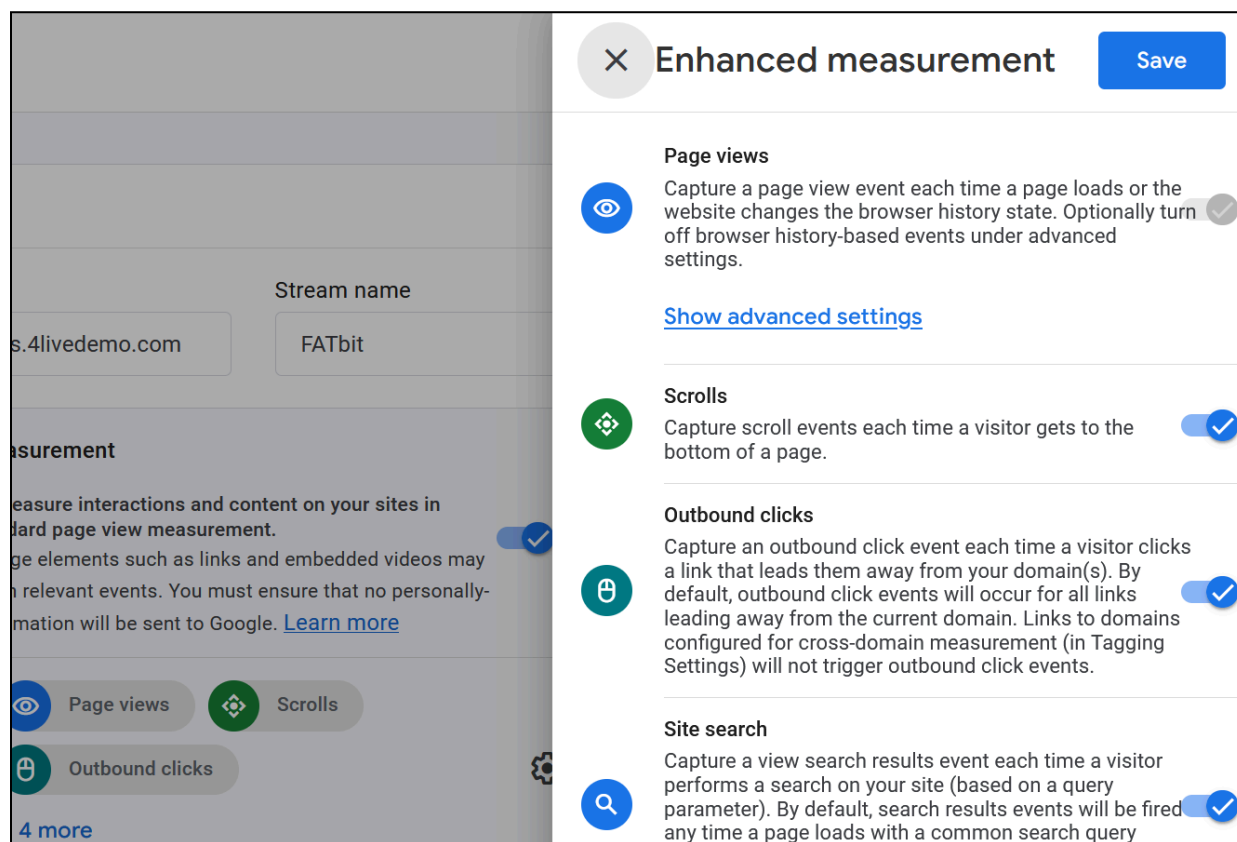
The screenshot shows the 'Set up data stream' form. At the top left is a close button (X) and the title 'Set up data stream'. At the top right is a 'Create & continue' button. The main content area is titled 'Set up your web stream'. It contains two input fields: 'Website URL' with a dropdown menu showing 'ht...' and a text field containing 'www.mywebsite.com'; and 'Stream name' with a text field containing 'My Website'. Below these is a section titled 'Enhanced measurement' with a blue star icon. It contains a paragraph explaining that this feature automatically measures interactions and content in addition to standard page view measurement, and that data from on-page elements like links and embedded videos may be collected. A toggle switch for this feature is turned on. Below the paragraph are three buttons: 'Page views' (with an eye icon), 'Scrolls' (with a scroll icon), and 'Measuring: Outbound clicks' (with a cursor icon). A gear icon for settings is located at the bottom right of the form.

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Enter the website URL and website name in the fields provided.

Leave the **enhanced measurement** toggle switch **ON**  if you want Google Analytics to offer advanced tracking services, else turn it **OFF** .

Manage what measurements will be included under this by clicking . The **Enhanced measurement** form will appear.



**Enhanced measurement** Save

**Page views**  
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings. [Show advanced settings](#)

**Scrolls**  
Capture scroll events each time a visitor gets to the bottom of a page.

**Outbound clicks**  
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

**Site search**  
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query

By default, the measurement of all the parameters are activated.

Edit the settings as per requirement (although it is better to leave them all active).

Click **Save** to go back to the **Set up data stream** form.

×

Set up data stream

Create & continue

Set up your web stream

Website URL

Stream name

ht... ▼

fatbit.com

FATbit

✦ ✦ ✦

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-

✓

Click **Create stream**.


The **Set up data stream** form will close and another form will open.

## Step 8: Copy the site tracking code

Go to the **Install manually** tab under this form.



The site tracker code will appear.

Click  beside the code to copy it.

## Step 9: Paste the code on the Yo!Gigs admin panel

On another tab, open the admin panel of your platform.

Go to **Settings > System configurations > SEO & Tag manager** tab.

Paste this code in the **site tracker code** field.

Site tracker code

*The site tracker script is used to track and analyze the data of those visiting the platform. The data is received from Google Analytics, which then works with this script to offer the results.*

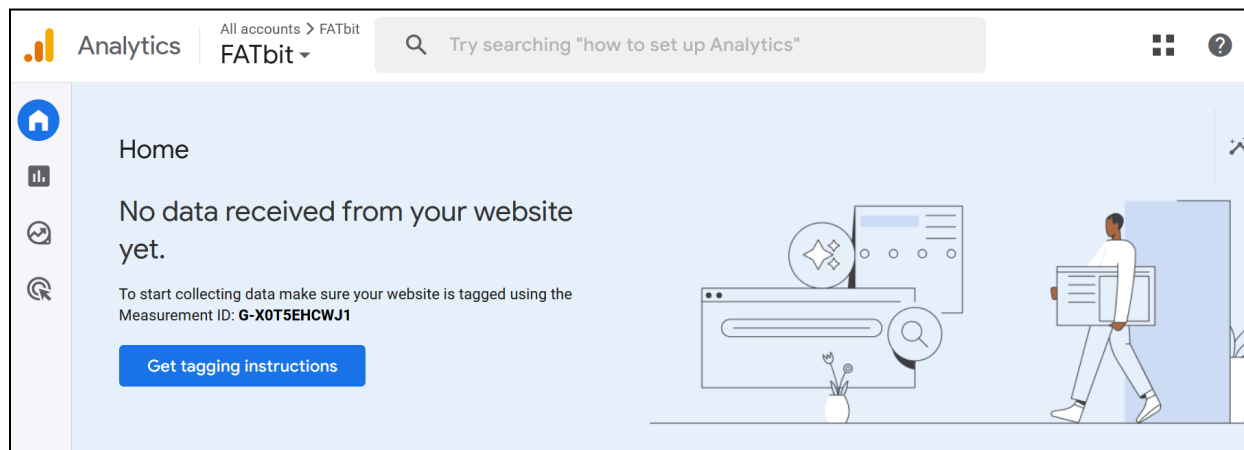
*<http://www.google.com/analytics/>*

Click **Save changes** at the bottom of the form to save it.

With this, the site tracking feature will be configured on the platform.

## Step 10: Close all the forms

Back on the Google Analytics website, close all the forms, and go to the home of the Google Analytics dashboard.

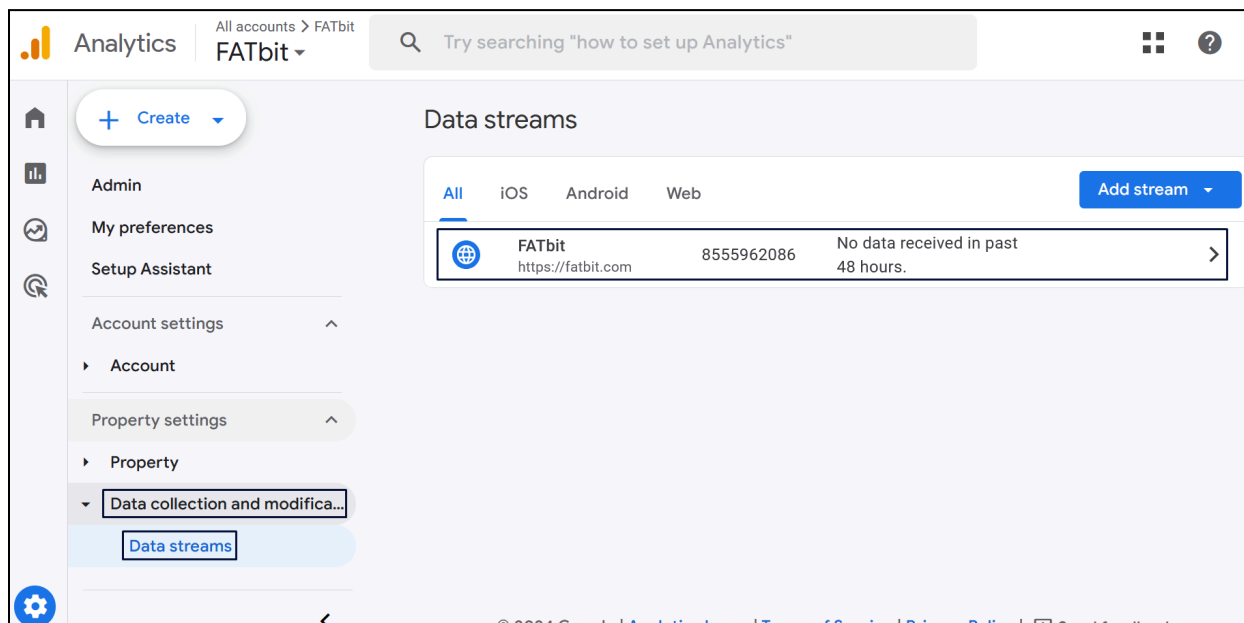


## Exception case

In case you close your form before copying the code, or come searching for the code again after a few days.

To find the site tracking code you generated, go to **Admin settings > Data collection and modification > Data streams**.

Select the data stream you created under this Google Analytics account.



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The **Web stream details** form will appear.

**Web stream details**

⚠ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. [View tag instructions](#)

**Stream details**

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
FATbit	https://fatbit.com	8555962086	G-X0T5EHCWJ1

**Consent settings**

**Events**

⚡ **Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Scroll down and select **View tag instructions**.

**Redact data**

Prevent specific data from being sent to Google Analytics. [Learn more](#)

Email active URL query parameter keys inactive

**Google tag**

**Configure tag settings**

Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)

**Manage connected site tags**

Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#)

0 connected

**View tag instructions**

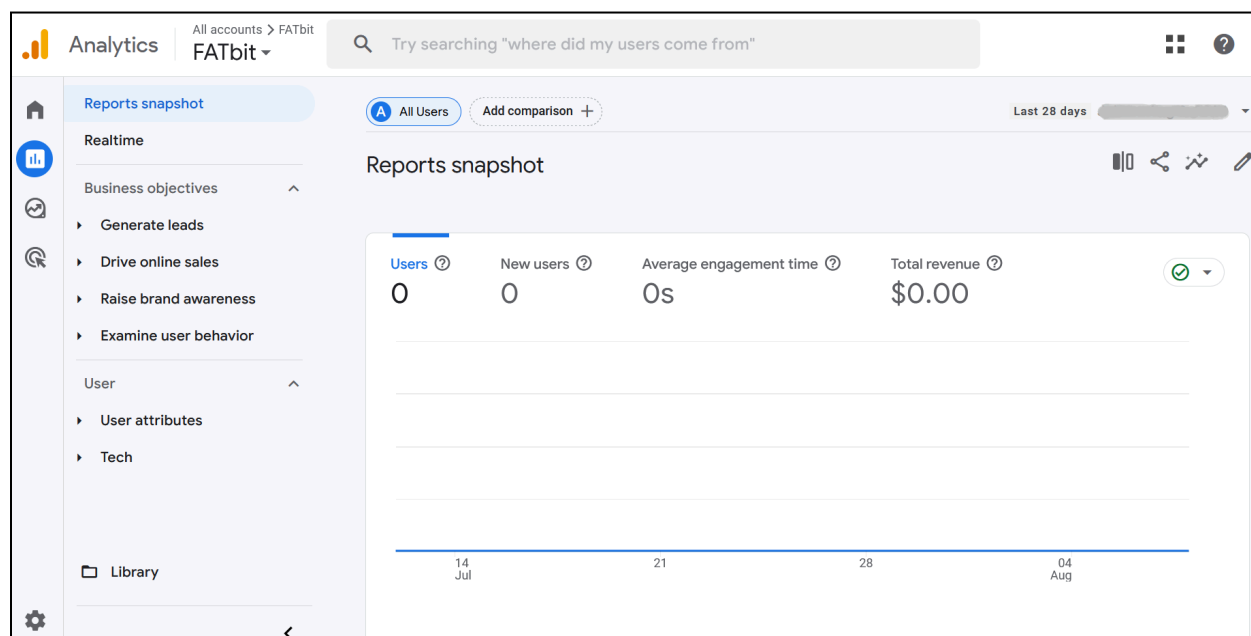
Get instructions for how to implement your Google tag for this data stream. [Learn more](#)

No data received

The **Installation instructions** form will appear. Go to the **Install manually** tab and copy the site tracker code accordingly and paste it in the applicable field.

## Working of the site tracking feature on Yo!Gigs

Once you add the site tracker code on your platform, after 48 hours, Google Analytics will begin to display reports of the website's performance on the Google Analytics dashboard under Reports.



*Since we just generated the code, the reports section does not have any data to display.*

# Configure the Google Analytics API

Configure the Google Analytics API under **Admin panel > Settings > System configurations > Third-party APIs** tab.

The screenshot shows the 'System configurations' page. At the top, there's a header 'System configurations' with a subtitle 'Configure the general system settings that will govern most of the operations of the platform.' Below this, there are two informational banners: an orange one about referring to the user manual for admin settings, and a blue one about referring to third-party API guides. A left sidebar contains a list of settings categories: 'Third-party APIs' (highlighted with a blue box), 'Common settings', 'Email & SMTP', 'Freelancer settings', 'Discussion forum', 'SEO & Tag manager', 'Maintenance & SSL', and 'Remember me'. The main content area is titled 'Google Analytics API' and contains two fields: 'Google Analytics property ID' with a text input box and a link 'Click 'steps' to get the steps to generate the GA4 property ID.', and 'Google service account JSON' with a larger text input box and a link 'Click 'steps' to get the steps to generate the GA4 service account details.'

You need two different keys to configure the Google Analytics API on the platform.

The process to obtain each is different and has been explained below.



*Use the same gmail account you used for generating the site tracker code.*

## Google Analytics property ID

Here are the steps to obtain the Google Analytics property ID:

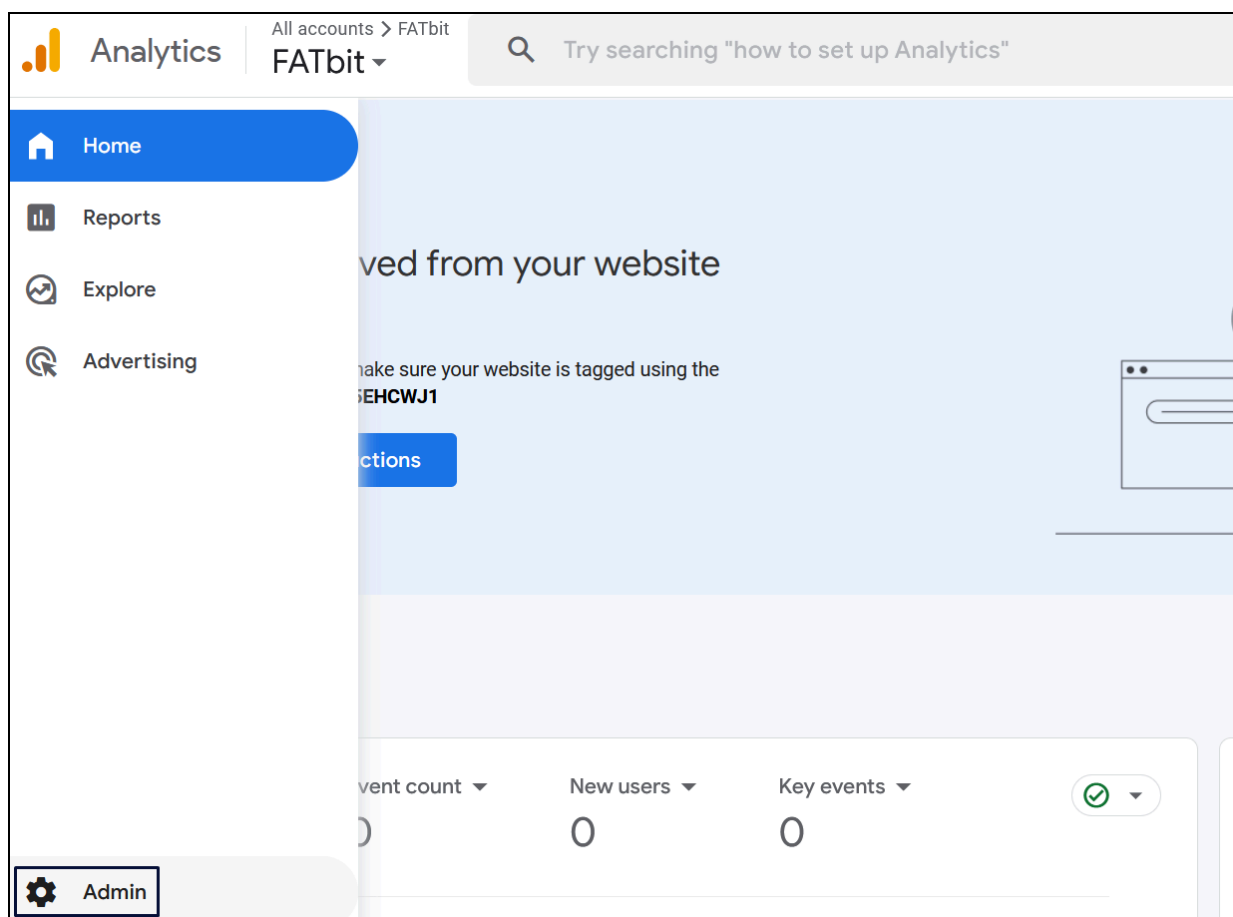
### Step 1: Visit the Google Analytics dashboard

Log into your gmail account first. Then, on a new tab, visit <https://analytics.google.com/>.

Since the Google Analytics API relies on the [site tracking feature](#), you should have already created an account and a property as outlined in the previous steps.



Hover over the **gear button** located in the lower left corner of the screen, and click it to go to the Admin settings page.

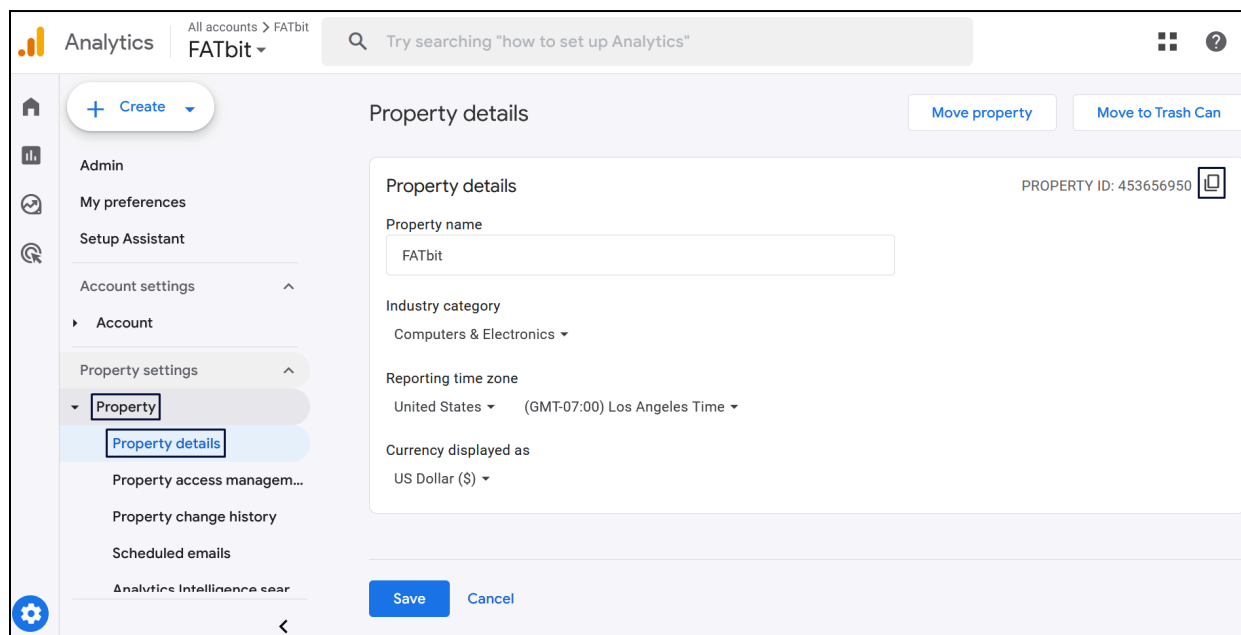



**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

## Step 2: Copy the property ID

Go to **Property > Property details** from the left-side navigation menu.

The **Google Analytics property ID** will be visible on the upper-left side of the page.



Click  beside it to copy the ID.

On the top left side of the page is the GA4 property ID.

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## Step 3: Paste the ID on the Yo!Gigs admin panel

On another tab, open the admin panel of your platform.

Go to **Settings > System configurations > Third-party APIs tab**.

Paste this code in the **Google Analytics property ID** field.

### Google Analytics API

Google Analytics property ID

Click 'steps' to get the steps to generate the GA4 property ID.

Google service account JSON

Click 'steps' to get the steps to generate the GA4 service account details.

Click **Save changes** to update the details in the system.

Move to the next process.

## Google service account JSON

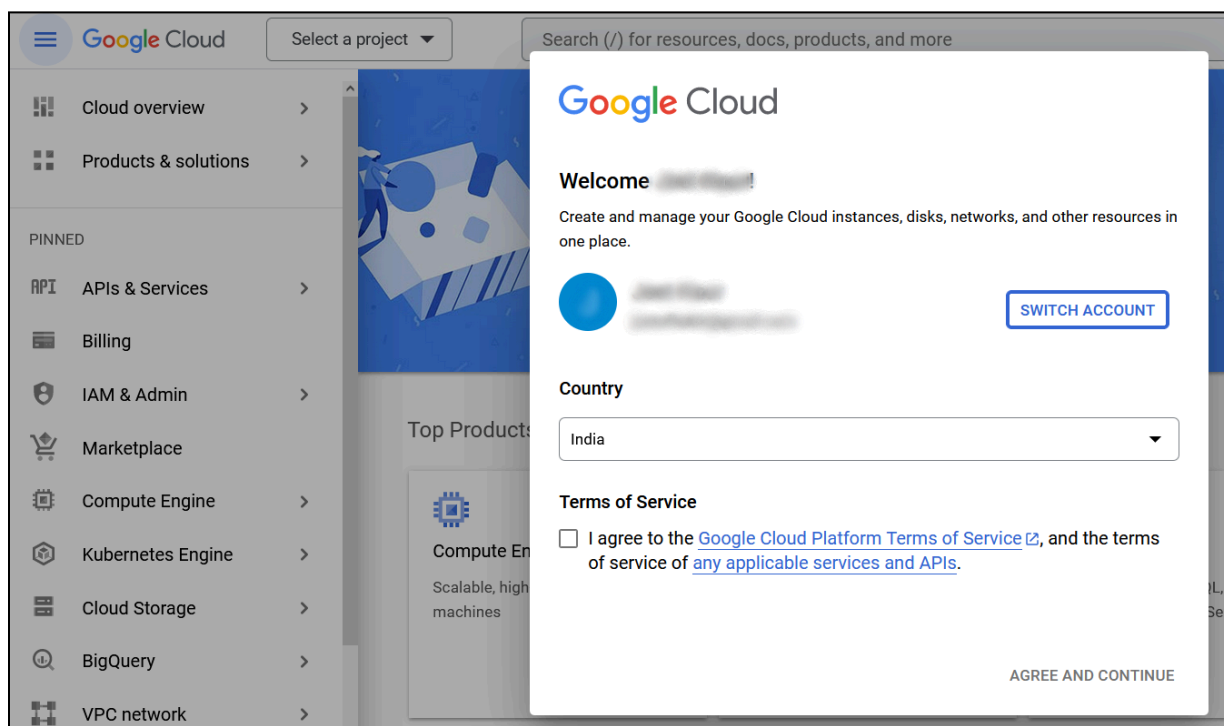
Here are the steps to obtain the Google Service Account JSON:

### Step 1: Visit the Google Cloud Console platform

Log into your Gmail account (the same gmail account you generated the property ID from).

Open a new tab and go to <https://console.cloud.google.com/>.

If you are a new user, the following pop-up will appear.



Before filling out the form, make sure you select the correct Gmail account; if not, switch to the appropriate one (using the **Switch account** button).

Update the following:

- **Country:** Click the field and select the country you are operating from, or select your current location from the dropdown list.
- **I agree to the Google Cloud Platform Terms of Service , and the terms of service of any applicable services and APIs.\*:** Check mark this to accept the

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An asterisk (\*) next to a label indicates that the information is mandatory.

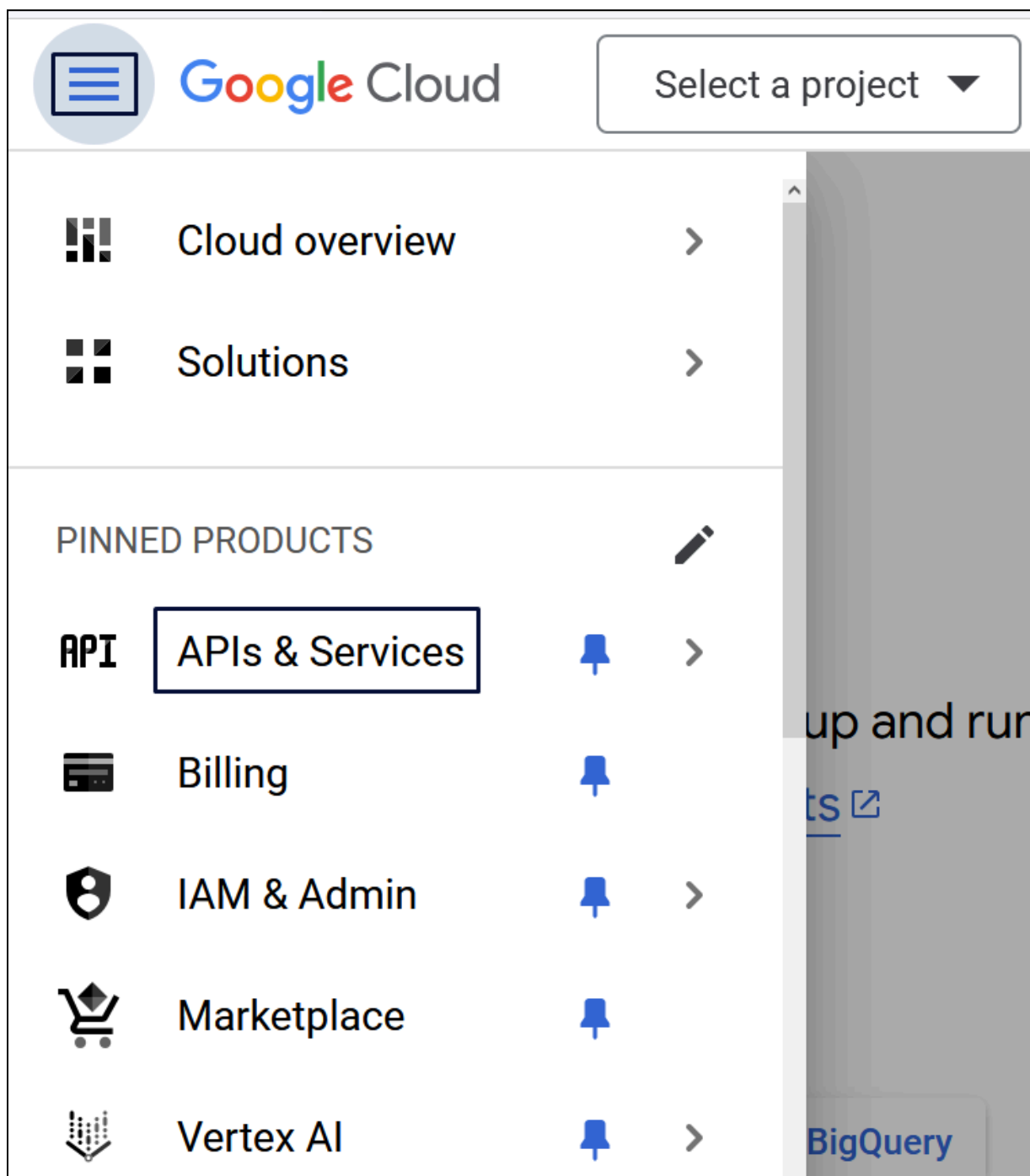
terms and conditions and move forward. If you do not check mark this, you won't be able to use the platform.

Once done, click **Agree and Continue**.

## Step 2: Go to APIs & Services

Click the Hamburger menu button to expand the navigation menu.

Select APIs & Services to go to the APIs & Services page.

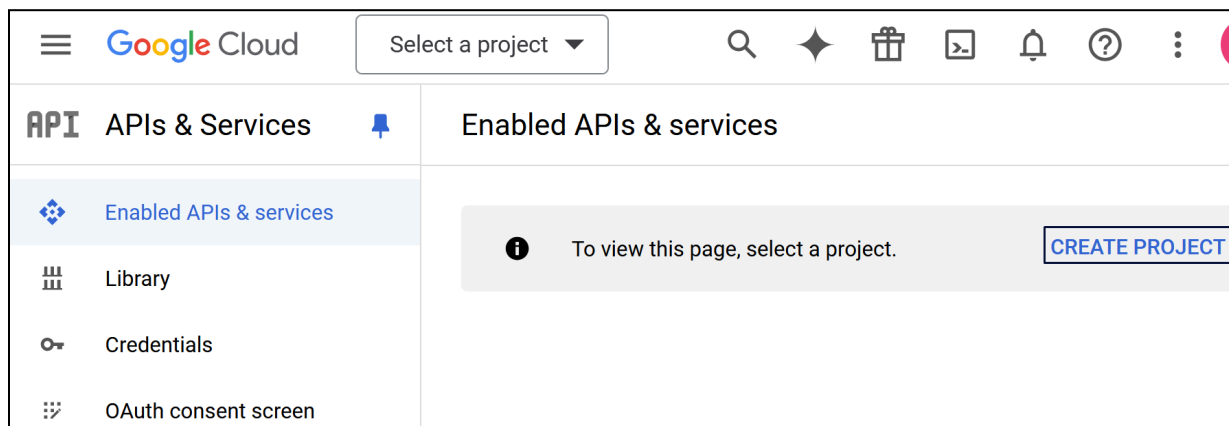


**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform.  
An asterisk (\*) next to a label indicates that the information is mandatory.

## Step 3: Create a project


As a new user, your first step is to create a project.

To do this, click **Create project**.



This will direct you to the **New Project** page.

### New Project

 You have 12 projects remaining in your quota. Request an increase or delete projects. [Learn more](#)

[MANAGE QUOTAS](#)

**Project name \***  
My Project 19496

Project ID: rich-analog-432012-g3. It cannot be changed later. [EDIT](#)

**Location \***  
No organization

[BROWSE](#)

Parent organization or folder

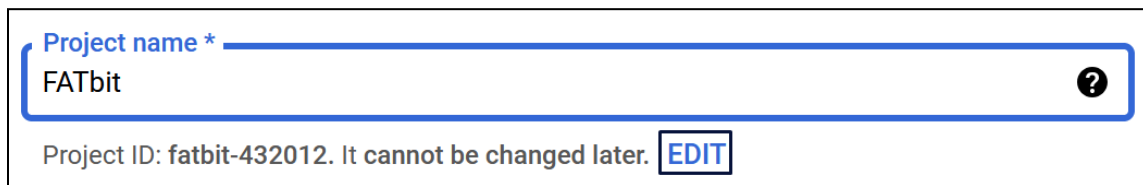
CREATE

CANCEL

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform.  
An asterisk (\*) next to a label indicates that the information is mandatory.

Update the following:

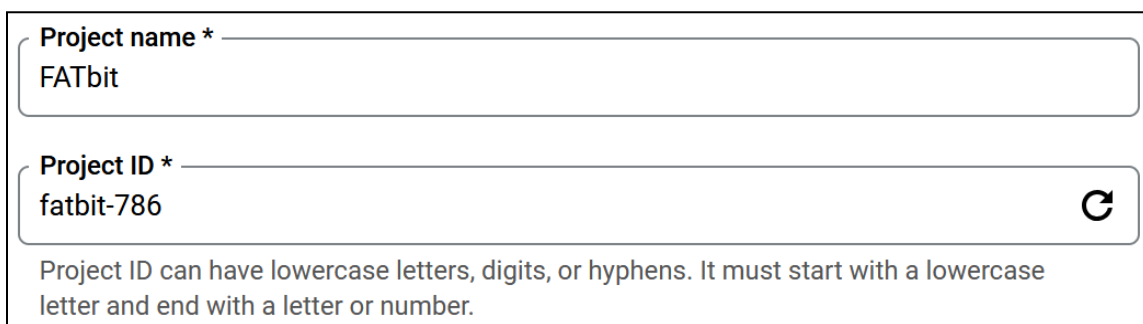
- **Project name\*:** Enter a project name.



A screenshot of a form field labeled "Project name \*". The field contains the text "FATbit" and has a question mark icon in the top right corner. Below the field, a message reads: "Project ID: fatbit-432012. It cannot be changed later." followed by a blue "EDIT" button.

When you enter a project name, the system automatically generates a project ID, which is displayed below the field.

To edit this ID, click **Edit**, and a new field appears.



A screenshot of a form showing two fields. The first field is "Project name \*" with the value "FATbit". The second field is "Project ID \*" with the value "fatbit-786" and a refresh icon in the top right corner. Below the fields, a message reads: "Project ID can have lowercase letters, digits, or hyphens. It must start with a lowercase letter and end with a letter or number."

- **Project ID\*:** Edit the project ID. This needs to be unique so you may need to try out different names before one is accepted.
- **Organization\*:** Select the organization for your project.



*An organization in Google Cloud is a root node that allows you to manage and organize your cloud resources. It acts as a parent resource for all your projects and resources.*

*This field is visible if you have logged in using an email address whose email domain (@yo-gigs.com) is the same as your business domain (<https://yo-gigs.com>).*

*In simple words, this field will be visible if your account is part of Google Workspace or Cloud Identity. This is because organizations allow for structured management of cloud resources.*

*So, if you have multiple organizations, you can select which organization you want to create the project under.*

**Project name \***  
FATbit

**Project ID \***  
fatbit-786007

Project ID can have lowercase letters, digits, or hyphens. It must start with a lowercase letter and end with a letter or number.

**Organization \***  
saintchris-school.org

Select an organization to attach it to a project. This selection can't be changed later.

**Location \***  
saintchris-school.org [BROWSE](#)

Parent organization or folder

[CREATE](#) [CANCEL](#)

The available options under this will depend on the number of organizations your account is linked to. Select the appropriate one.

- **Location\*:** Select a folder for your project. The location specifies where your resources will be physically hosted.



*Google Cloud automatically provides available regions based on the services you intend to use and your project's requirements. These regions are predefined by Google Cloud and depend on the services you select for your project.*

If you don't have any options, leave it as it is.



*If you select 'No organization' in the previous field, this field may appear **blank** or show "Global." Use the **Browse** button to select a specific location for your resources. If there is **no location available**, it is mostly because **Google Cloud services are not available** for the regions around you.*

*In this case, choose an organization and location that is available in the list (only those options are visible that are supported by Google Cloud services).*

Click **Create**.

With this, the project is created and you are directed back to the **APIs & Services** page.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform.  
An asterisk (\*) next to a label indicates that the information is mandatory.

## Step 4: Go to Credentials

Select **Credentials** from the navigation bar.

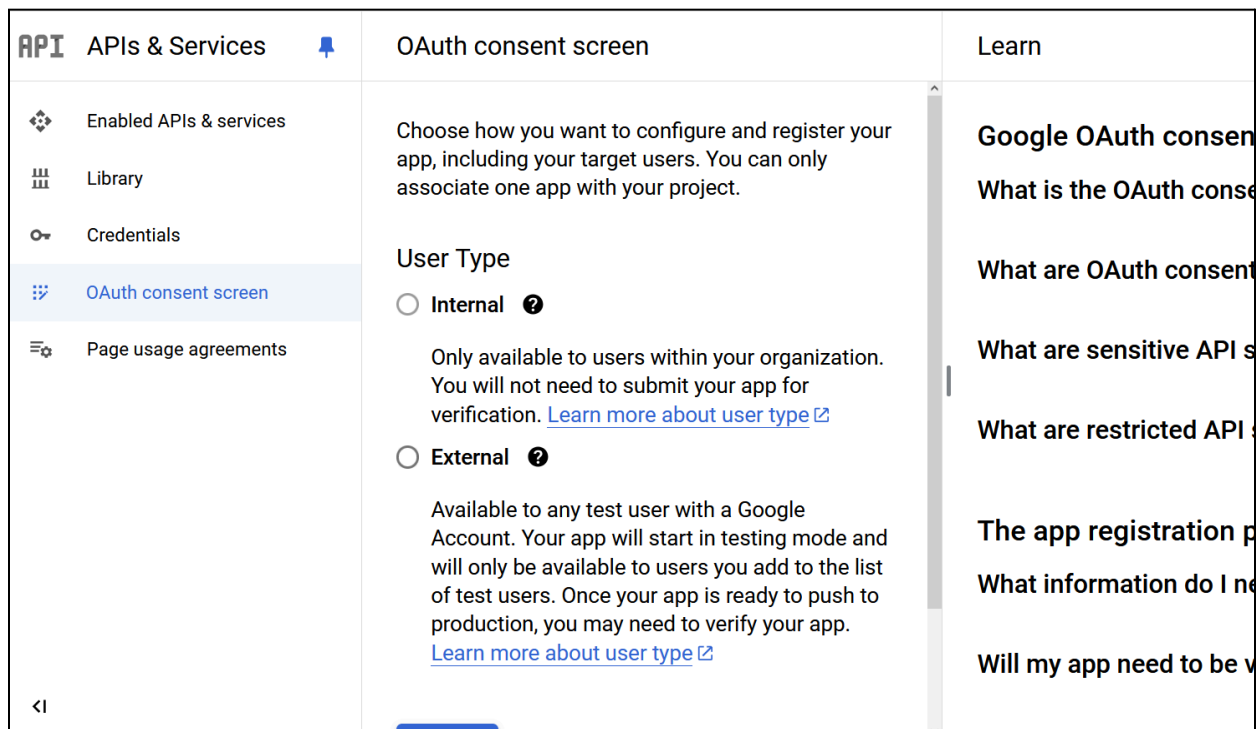
This will direct you to the credentials page.

The screenshot shows the Google Cloud console interface. At the top, there's a navigation bar with the Google Cloud logo, a user profile dropdown (FATbit), a search bar, and several utility icons. A green circle with the number '1' highlights the help icon. Below the navigation bar, the left sidebar shows the 'APIs & Services' section with 'Credentials' selected. The main content area is titled 'Credentials' and includes a '+ CREATE CREDENTIALS' button and a 'DELETE' button. Below this, there's a message: 'Create credentials to access your enabled APIs. [Learn more](#)'. A warning box with an orange triangle icon states: 'Remember to configure the OAuth consent screen with information about your application.' with a 'CONFIGURE CONSENT SCREEN' button. Under the 'API Keys' section, there's a table with columns: Name, Creation date (with a downward arrow), Restrictions, and Action. The table is currently empty, showing 'No API keys to display'. Below the table, there's a section for 'OAuth 2.0 Client IDs'.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

## Step 5: Configure the Consent Screen

Click **Configure consent screen** to go to the OAuth consent screen setup.



Based on whether you need keys for a live project or just for testing, choose the appropriate option:

- **Internal** - Select this option if you're just testing your platform and only want people within your own company or organization to use it.

Do not select this if you plan to make your project available to the public or to people outside your organization. This option limits access to only your organization's members.



*You won't be able to select this option if you do not have a Gmail Business account or do not belong to an organization.*

- **External** - Select this if your platform is live and you want it to be used by people outside your organization.



*Selecting this option might require you to submit your project to Google for verification. After Google reviews and approves it, the API will be ready to use. [Learn more about the verification process here!](#)*

Once done, click **Create**.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform.  
An asterisk (\*) next to a label indicates that the information is mandatory.

## Step 6: Fill the “Edit app registration” form

Register your web application on Google via the **Edit app registration** form. There are four steps (tabs) under this form.

### 1. OAuth consent screen

#### Edit app registration

1

**OAuth consent screen**

2

Scopes

3

Test users

4

Summary

### App information

This shows in the consent screen, and helps end users know who you are and contact you

App name \*

The name of the app asking for consent

User support email \*

For users to contact you with questions about their consent. [Learn more](#)

### App logo

This is your logo. It helps people recognize your app and is displayed on the OAuth consent screen.

After you upload a logo, you will need to submit your app for verification unless the app is configured for internal use only or has a publishing status of "Testing". [Learn more](#)

Logo file to upload

BROWSE

Upload an image, not larger than 1MB on the consent screen that will help users recognize your app. Allowed image formats are JPG, PNG, and BMP. Logos should be square and 120px by 120px for the best results.

The form is divided into four sections. Update them following:

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

## 1. App information

- **App name\*:** Enter the platform's name - for which you will be generating the API key.
- **User support email\*:** Enter the email address on which users can contact you with questions about their consent.

## 2. App logo

- **Logo file to upload:** Click Browse and select your platform's logo to upload it.

## 3. App domain

### App domain

To protect you and your users, Google only allows apps using OAuth to use Authorized Domains. The following information will be shown to your users on the consent screen.

Application home page

Provide users a link to your home page


Application privacy policy link

Provide users a link to your public privacy policy

Application terms of service link

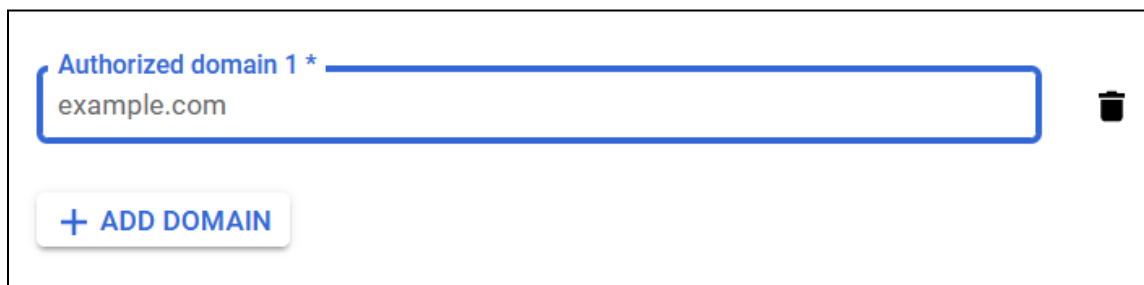
Provide users a link to your public terms of service

### Authorized domains

When a domain is used on the consent screen or in an OAuth client's configuration, it must be pre-registered here. If your app needs to go through verification, please go to the [Google Search Console](#) to check if your domains are authorized. [Learn more](#)  about the authorized domain limit.

[+ ADD DOMAIN](#)

- **Application home page:** Enter your platform's home page URL.
- **Application privacy policy link:** Enter your platform's privacy policy page URL.
- **Application terms of service link:** Enter your platform's terms of service page URL.
- **Authorized domains:** Click the add domain button to add the authorized domains that will be used on the consent screen for the users, and a field appears.

A screenshot of a web form section for adding authorized domains. It features a text input field with the placeholder text "Authorized domain 1 \*" and the example text "example.com". To the right of the input field is a trash can icon. Below the input field is a button labeled "+ ADD DOMAIN".

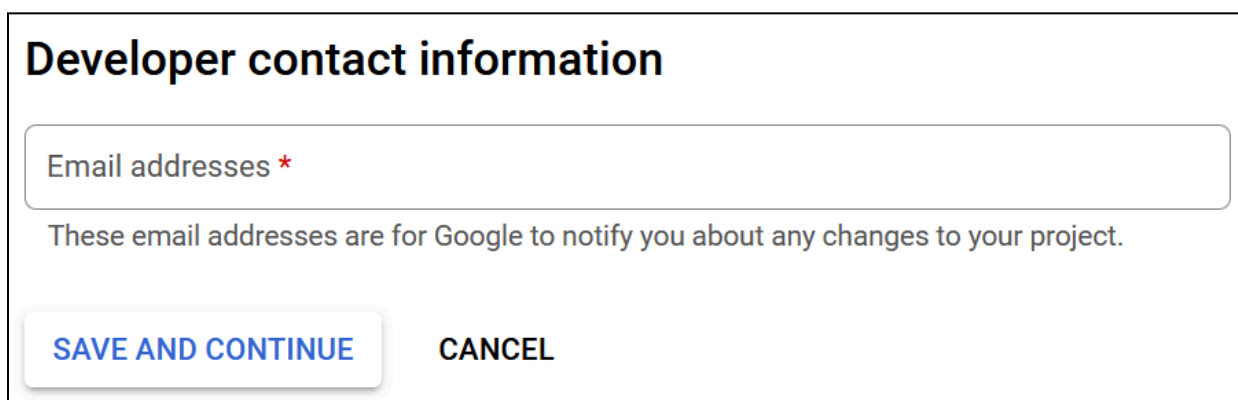
Authorized domain 1 \*

+ ADD DOMAIN

Add as many domains as applicable.

If you add a domain by mistake, click  beside it to delete it.

#### 4. Developer contact information

A screenshot of a form titled "Developer contact information". It contains a text input field labeled "Email addresses \*". Below the field is a note: "These email addresses are for Google to notify you about any changes to your project." At the bottom of the form are two buttons: "SAVE AND CONTINUE" and "CANCEL".

**Developer contact information**

Email addresses \*

These email addresses are for Google to notify you about any changes to your project.

SAVE AND CONTINUE CANCEL

- **Email addresses\*:** Enter the email address(es) of the person who will be notified about any changes made to the project.

You can enter more than one email address in this field.

Click **Save and continue**.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform.  
An asterisk (\*) next to a label indicates that the information is mandatory.

## 2. Scopes

Scopes express the permissions you request users to authorize for your app and allow your project to access specific types of private user data from their Google Account. Learn more about [scopes here](#).

Updating this tab is optional.

☒ OAuth consent screen — 
 ☒ **2 Scopes** — 
 ☐ 3 Test users — 
 ☐ 4 Summary

Scopes express the permissions you request users to authorize for your app and allow your project to access specific types of private user data from their Google Account. [Learn more](#)

ADD OR REMOVE SCOPES

---

### Your non-sensitive scopes

API ↑	Scope	User-facing description
No rows to display		

It is not required in this case. So, click **Save and continue**.

## 3. Test users



*This tab will only **be visible** if you selected **External** as the user type in the [first step](#). This is because it allows you to specify which external users can test your app before it goes live. For projects intended for public use, this helps ensure everything works properly for a wider audience.*

*For **Internal** projects (Internal user type), which are limited to users within your organization, testing is handled internally without the need for this tab.*

Add the users who will be able to access the app while the app is in the testing phase (if applicable).

Updating this tab is optional.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

Edit app registration

✓

OAuth consent screen

—

✓

Scopes

—

3

**Test users**

—

4

Summary

## Test users

While publishing status is set to "Testing", only test users are able to access the app. Allowed user cap prior to app verification is 100, and is counted over the entire lifetime of the app. [Learn more](#)

+ ADD USERS

Filter
Enter property name or value

User information

No rows to display

SAVE AND CONTINUE

CANCEL

It is not required in this case. So, click **Save and continue**.

## 4. Summary

Review the details added and edit if required.

Edit app registration

✓

OAuth consent screen

—

✓

Scopes

—

✓

Test users

—

4

**Summary**

## OAuth consent screen

EDIT

User type

External

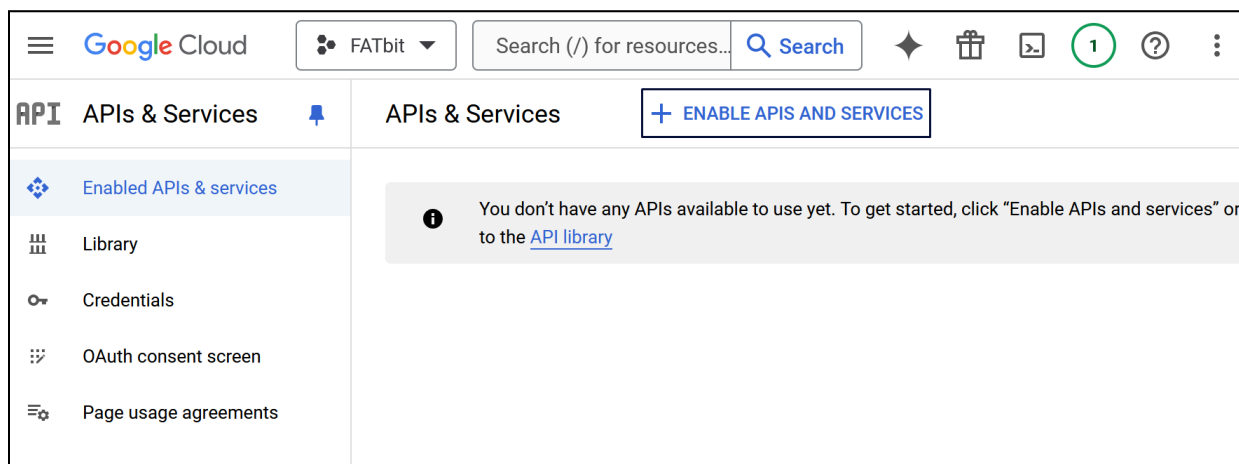
From here, go back to the Dashboard by clicking Back to dashboard at the end of this tab.

The screenshot displays the 'Test users' section of the Yo!Gigs dashboard. On the left sidebar, there are two menu items: 'OAuth consent screen' and 'Page usage agreements'. The main content area is titled 'Test users' and features a progress bar indicating '0 users (0 test, 0 other) / 100 user cap'. Below the progress bar is a filter input field labeled 'Filter' with the placeholder text 'Enter property name or value'. Underneath the filter is a table header 'User information' and the message 'No rows to display'. At the bottom of the main content area, there is a button labeled 'BACK TO DASHBOARD' which is highlighted with a red box. In the top right corner of the main content area, there is an 'EDIT' link.

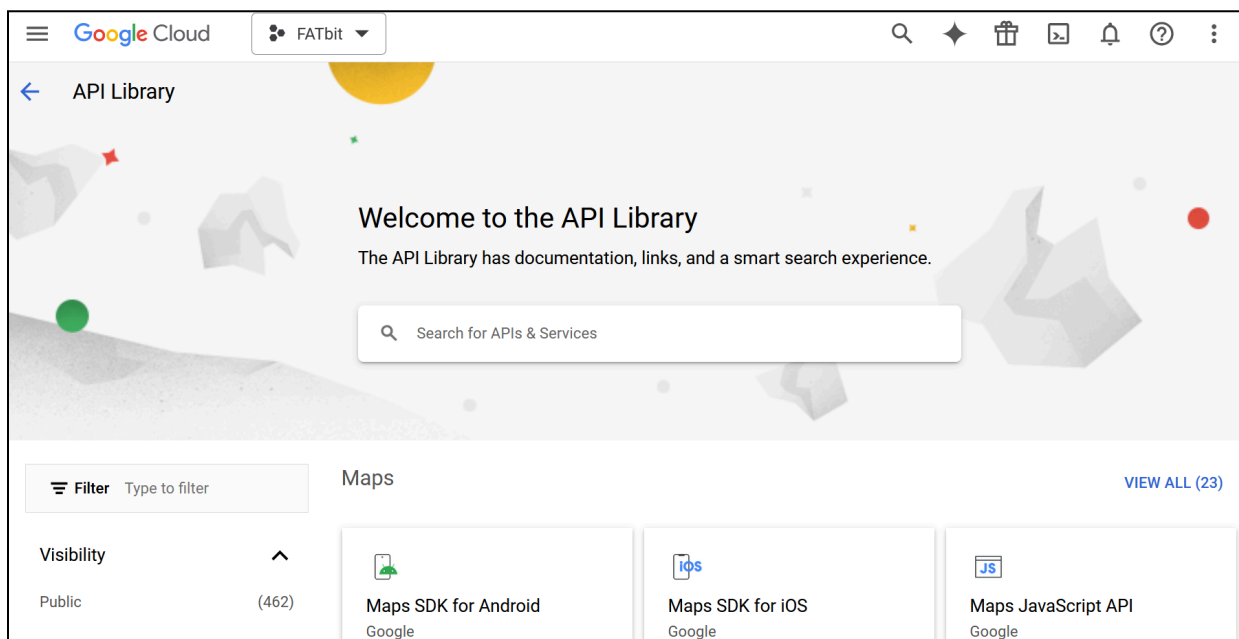
## Step 7: Go to Enabled APIs & Services

Select **Enabled APIs & Services** from the navigation bar.

Then, click **+Enable APIs and services** at the top of the page.



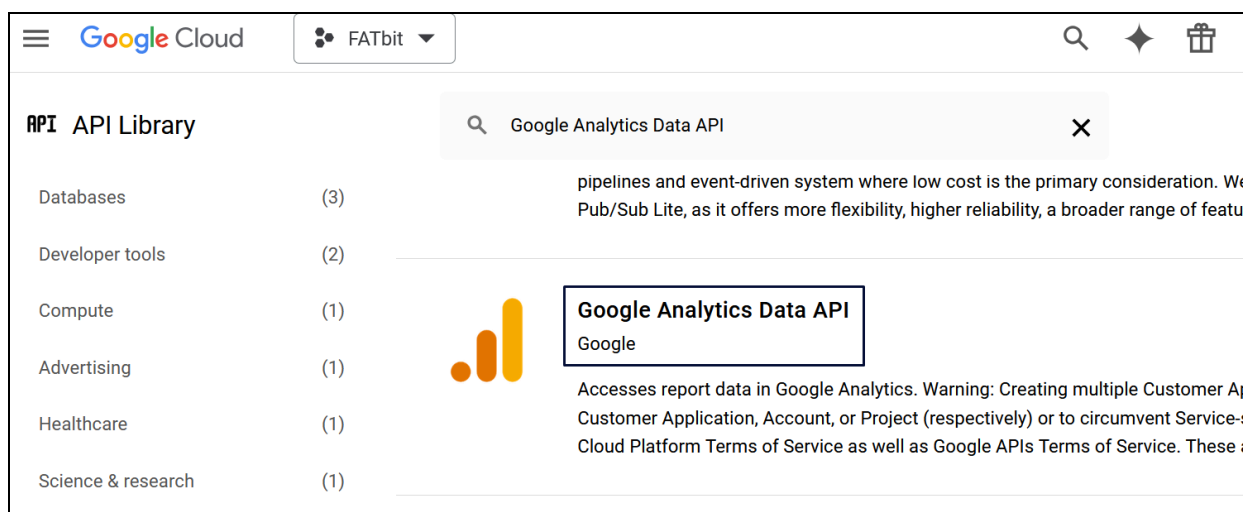
This will direct you to the **API Library** page.



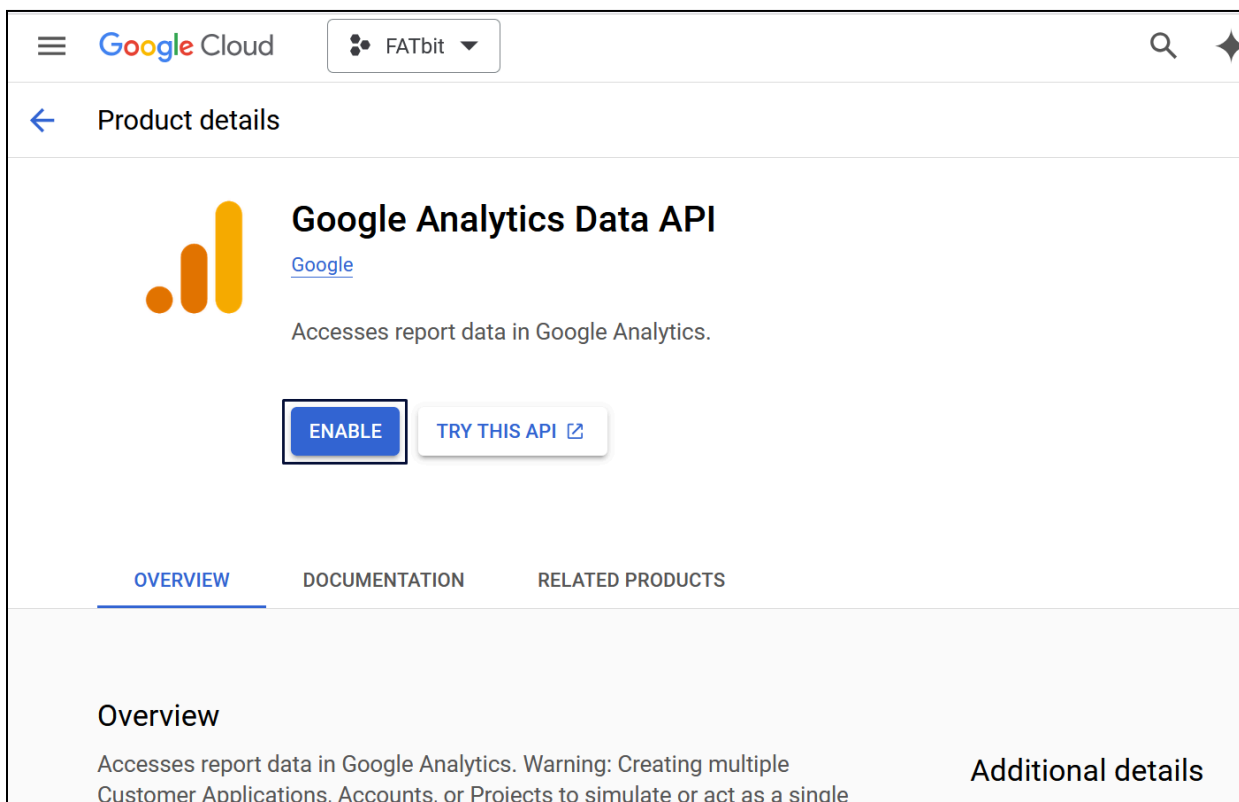
Type **Google Analytics Data API** in the search field and press **Enter** on your keyboard.

A list of options will appear.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.



Select **Google Analytics Data API** and this will direct you to the **Google Analytics Data API** page.



Click **Enable** to activate this API.

The API will be activated and you will be directed to the APIs & Services page.

The screenshot shows the Google Cloud console interface. At the top, there's a navigation bar with the Google Cloud logo, a dropdown menu for 'FATbit', a search bar, and several utility icons. Below this, the 'APIs & Services' section is active, showing a list of enabled APIs and services on the left sidebar. The main content area displays the details for the 'Google Analytics Data API'. A warning message at the top states: 'To use this API, you may need credentials.' with a 'CREATE CREDENTIALS' button. The API description includes a warning about creating multiple Customer Applications, Accounts, or Projects to simulate or act as a single Customer Application, Account, or Project, which is a direct violation of Google Cloud Platform Terms of Service. Below the description, there's a table with the following data:

Service name	Type	Status	Documentation	Explore
analyticsdata.googleapis.com	Public API	Enabled	<a href="#">LEARN MORE</a>	<a href="#">TRY IN API EXPLORER</a>

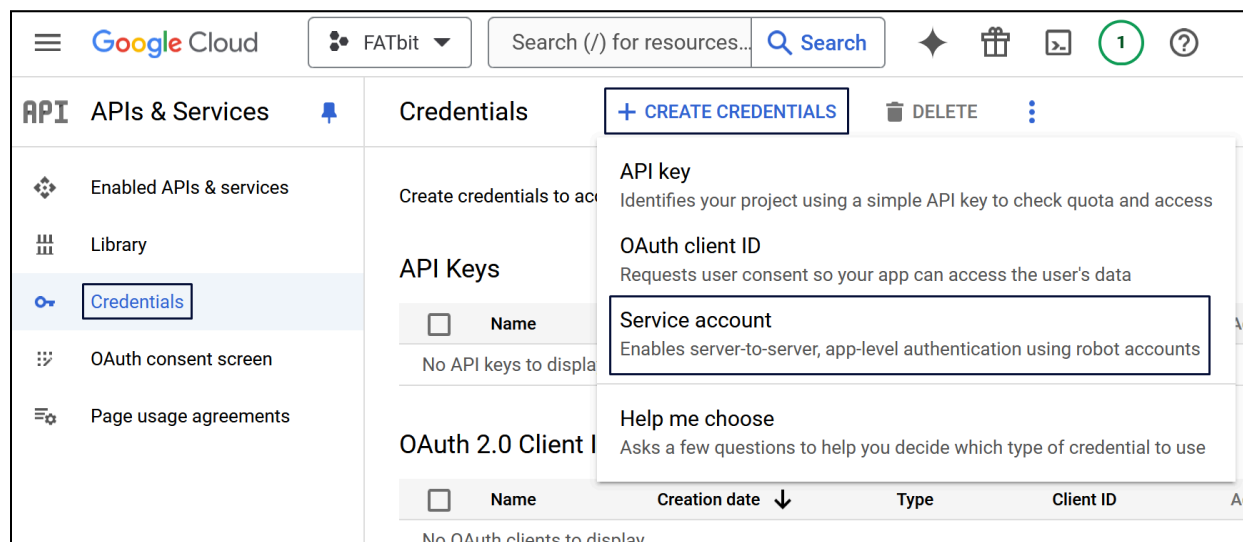
At the bottom of the page, there are tabs for 'METRICS' and 'CREDENTIALS'.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

## Step 8: Go to Credentials again

Select **Credentials** from the navigation bar.


This will direct you to the **Service accounts** page.



This will direct you to the **Create a service account** form.

## Step 9: Create a service account



There are three steps (tabs) in this form.


 Create service account

1

### Service account details

Display name for this service account

Email address: <id>@fatbit-786.iam.gserviceaccount.com 

Describe what this service account will do

CREATE AND CONTINUE

Update each accordingly:

### 1. Service account details

- **Service account name:** Enter a name for this service account that will be displayed to you.
- **Service account ID\*:** This field automatically fills up when you enter an account service name. You can edit it as per your requirements.
- **Service account description:** Enter a description of the service account.

Click **Create and continue**.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform.  
An asterisk (\*) next to a label indicates that the information is mandatory.

## 2. Grant this service account access to project (optional)

Select your role for this service account, which will also define the user's access to the project.

✓

Service account details

2

### Grant this service account access to project (optional)

Grant this service account access to FATbit so that it has permission to complete specific actions on the resources in your project. [Learn more](#)

Select a role ▼

IAM condition (optional) ?

+ ADD IAM CONDITION

+ ADD ANOTHER ROLE

CONTINUE

Click the field, go to Basic and select Owner.

Click Continue.

## 3. Grant user access to this service account (optional)

Leave this tab blank as it is not required.

Click Done.

With this, the service account will be created.




## Step 10: Add this service account ID to your Google Analytics account



Hover over the service email ID and the copy button will appear.

Click this to copy it.

Organization policies can be used to secure service accounts and block risky service account features, such as IAM Grants, key creation/upload, or the creation of service accounts entirely. [Learn more about service account organization policies.](#)

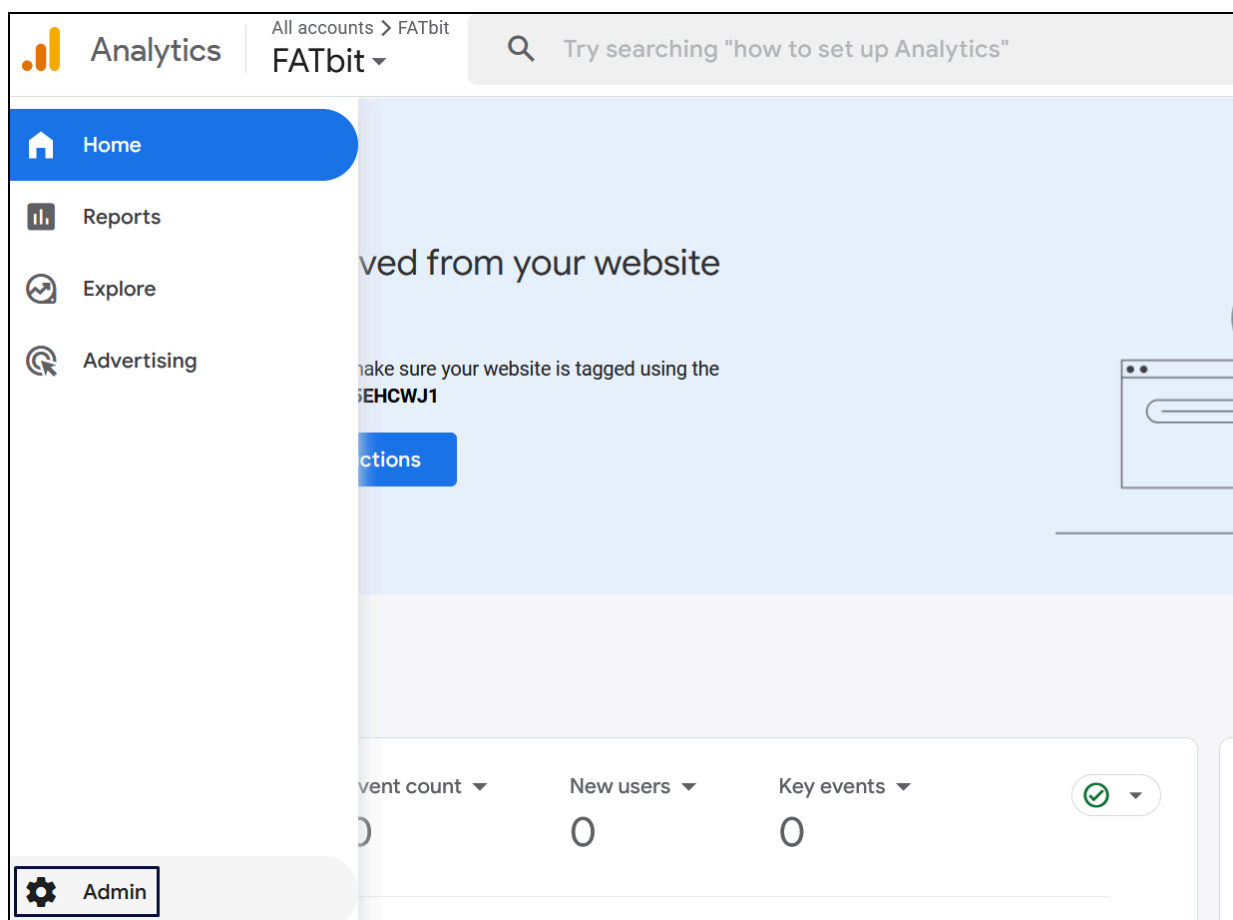
Filter Enter property name or value			
<input type="checkbox"/>	Email	Status	Name ↑
<input type="checkbox"/>	 <a href="mailto:fatbit@fatbit-786-432308.iam.gserviceaccount.com">fatbit@fatbit-786-432308.iam.gserviceaccount.com</a> 	 Enabled	FATbit

On a new tab, open your [Google Analytics](#) account (that you created in the [earlier steps](#)).

Ensure you have selected the correct project from the dashboard before moving ahead.

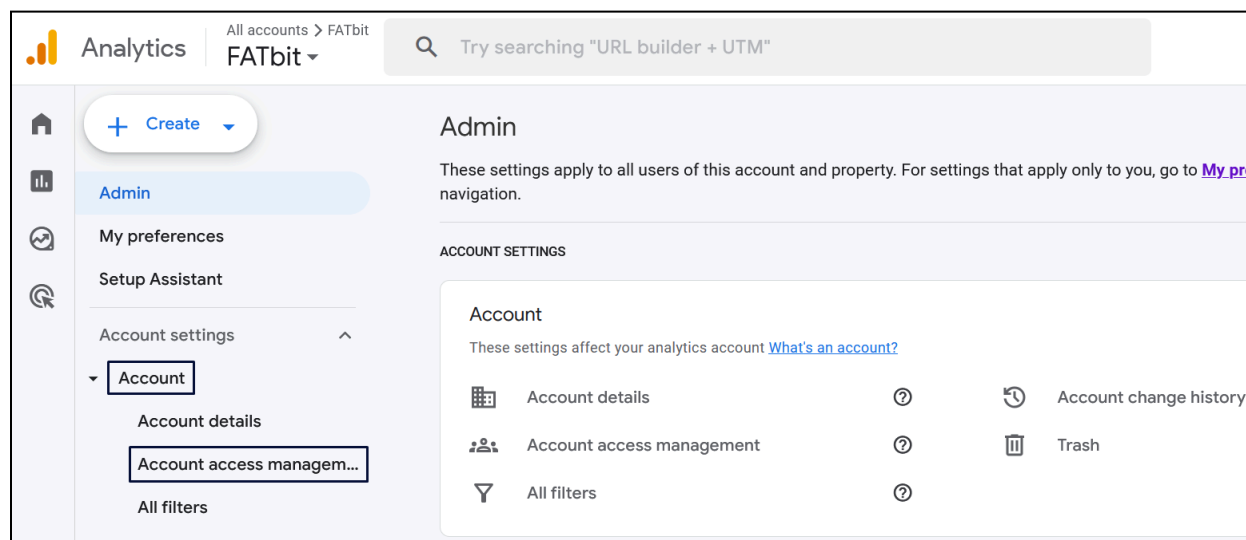


Hover over the **gear button** located in the lower left corner of the screen, and click it to go to the Admin settings page.



This will direct you to the **Admin** page.

From here, go to **Account** and select **Account access management**.

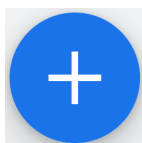


This will open the **Account access management** form.

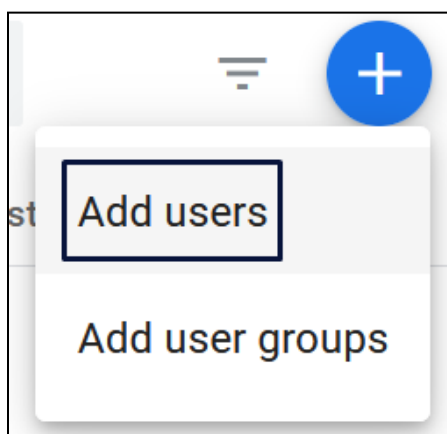
**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

	Name ↑	Email	Roles and data restrictions ?
<input type="checkbox"/>			Administrator

Add the service account email you copied via this form.



To do this, click



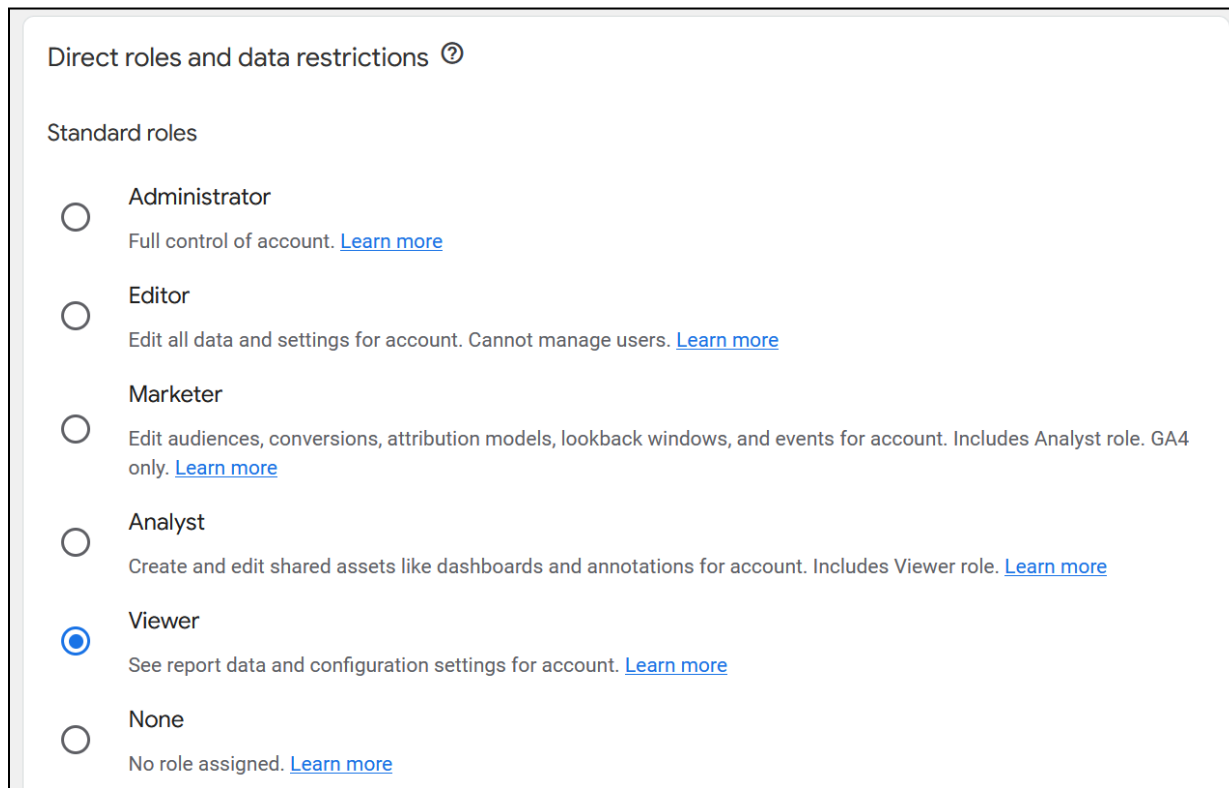
Select **Add users** from the dropdown list of options.

The **Add roles and data restrictions** form appears.

Paste the service account ID that you copied in the provided field.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.

Scroll down and select the role as **Viewer**.

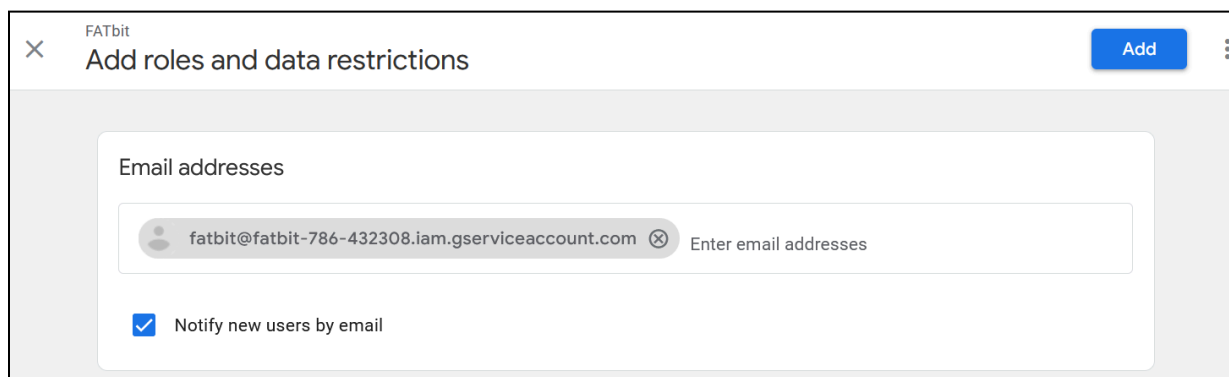


Direct roles and data restrictions ?

Standard roles

- ☐ Administrator  
Full control of account. [Learn more](#)
- ☐ Editor  
Edit all data and settings for account. Cannot manage users. [Learn more](#)
- ☐ Marketer  
Edit audiences, conversions, attribution models, lookback windows, and events for account. Includes Analyst role. GA4 only. [Learn more](#)
- ☐ Analyst  
Create and edit shared assets like dashboards and annotations for account. Includes Viewer role. [Learn more](#)
- ☒ **Viewer**  
See report data and configuration settings for account. [Learn more](#)
- ☐ None  
No role assigned. [Learn more](#)

Click **Add**.



FATbit  
X Add roles and data restrictions Add

Email addresses

fatbit@fatbit-786-432308.iam.gserviceaccount.com Enter email addresses

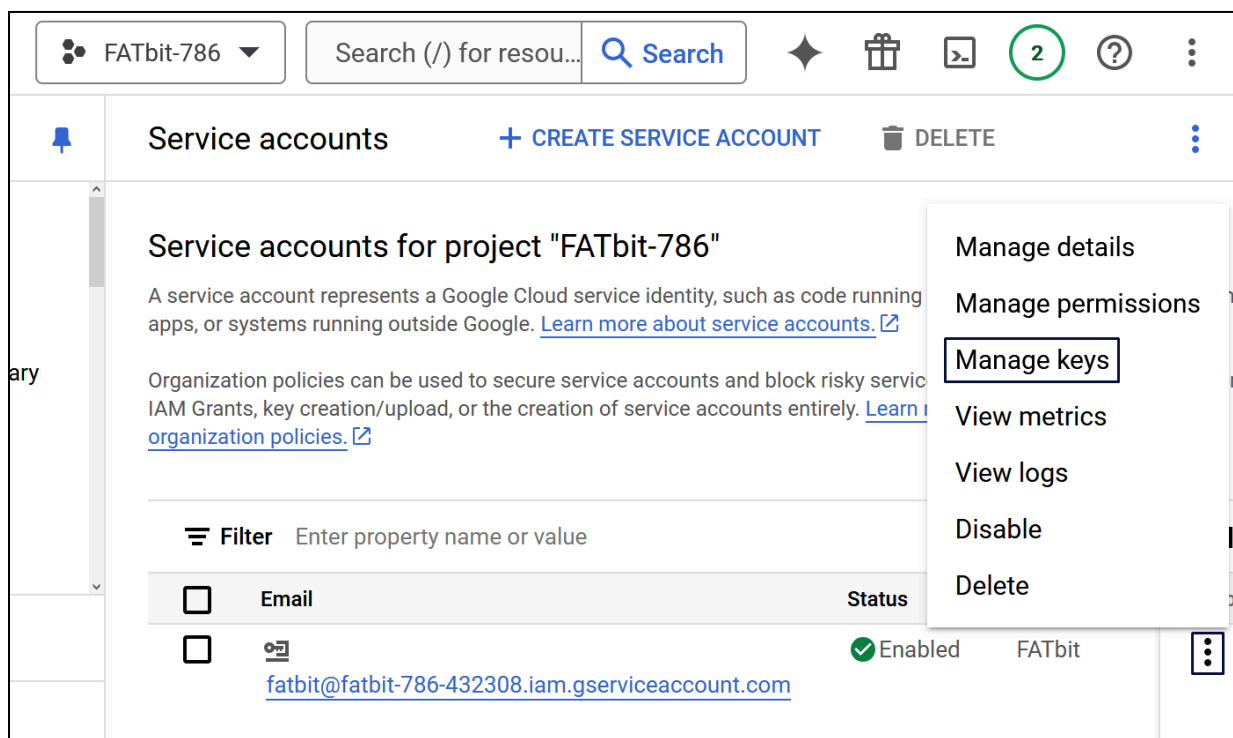
☒ Notify new users by email

With this, the service account will be added and linked to the Google Analytics account you created.

## Step 11: Go to Actions > Manage keys

Go back to the **Google Cloud Console** platform (which you will have open on another tab).

On the service accounts page, click  beside the service account you just created.



Select **Manage Keys** (or **Create keys**) from the dropdown menu.

This will direct you to the **Keys** page.

← FATbit

DETAILS PERMISSIONS **KEYS** METRICS LOGS

### Keys

**Warning** Service account keys could pose a security risk if compromised. We recommend you avoid d [Workload Identity Federation](#) [Learn more about the best way to authenticate service acco](#)

**Info** Google automatically disables service account keys detected in public repositories. You can 'iam.serviceAccountKeyExposureResponse' organization policy. [Learn more](#)

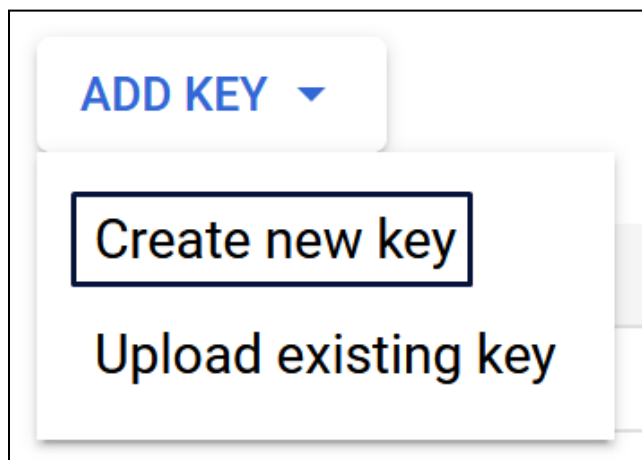
Add a new key pair or upload a public key certificate from an existing key pair.

Block service account key creation using [organization policies](#).  
[Learn more about setting organization policies for service accounts](#)

**ADD KEY** ▾

Click **Add key** to create a new key under the service account.

A dropdown menu will appear.



Select **Create new key**.

## Step 12: Create JSON

A pop-up will appear.

Choose **JSON** as the key type.

### Create private key for "FATbit"

Downloads a file that contains the private key. Store the file securely because this key can't be recovered if lost.

**Key type**

☒ JSON  
Recommended

☐ P12  
For backward compatibility with code using the P12 format

CANCEL CREATE

Click **Create**.

The key will be created and the JSON file will be downloaded into your system.



## Step 14: Paste the JSON on the Yo!Gigs admin panel

On another tab, open the admin panel of your platform.

Go to **Settings > System configurations > Third-party APIs** tab.

Paste this code in the **Google service account JSON** field.



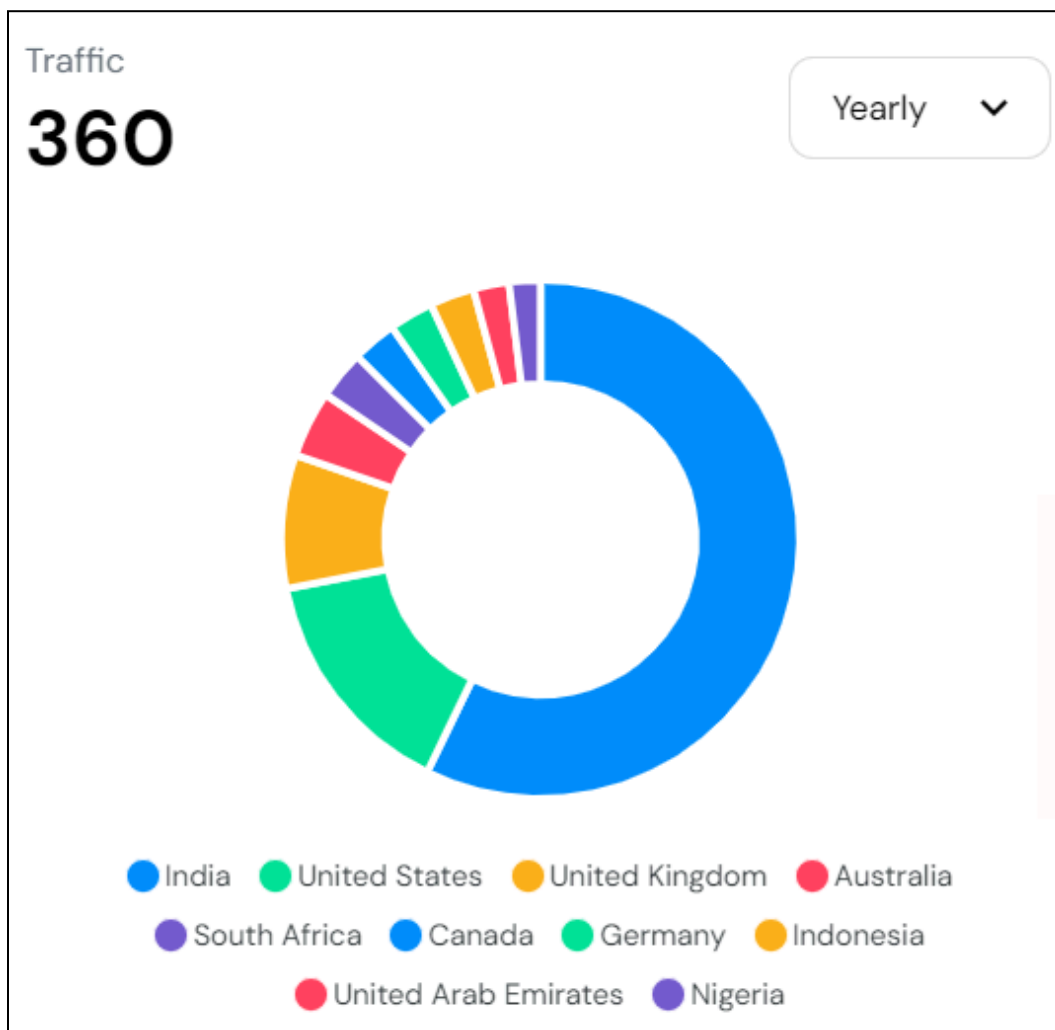
The screenshot shows a configuration form titled "Google Analytics API". It contains two main input fields. The first field is labeled "Google Analytics property ID" and is a single-line text input. Below it is a link that says "Click 'steps' to get the steps to generate the GA4 property ID." The second field is labeled "Google service account JSON" and is a multi-line text area. Below it is a link that says "Click 'steps' to get the steps to generate the GA4 service account details." The form is enclosed in a light green border.

Click **Save changes** to update the details in the system.

This will configure the **Google Analytics API** in the system.

## Working of the Google Analytics API

Once you configure the Google Analytics API (which won't work without the site tracker code), the Traffic insight section on your dashboard won't show an error.

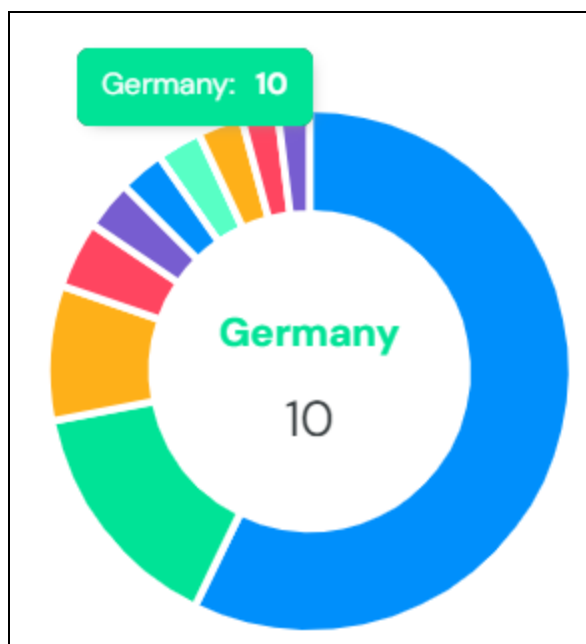


This section features a pie chart that visualizes the website's traffic, utilizing relevant data sourced from Google Analytics. The chart represents the different countries from which users accessed the site, with each country displayed in a distinct color.

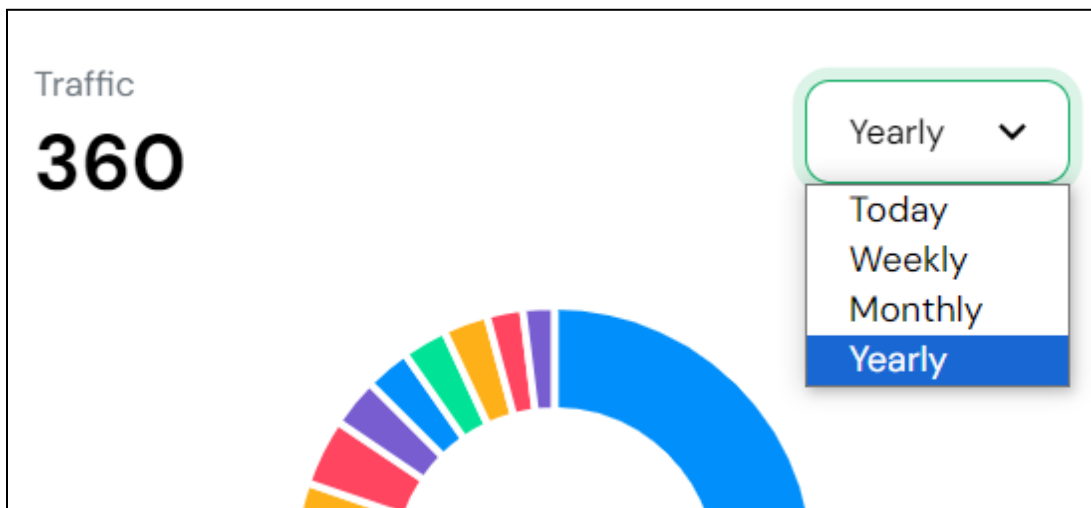
To see the number of users visiting the platform from a specific country, simply hover over the corresponding color on the pie chart.

The name of the country, along with the user count, will then appear at the center of the chart.

**DISCLAIMER:** The color theme and labels might differ in the screenshots as compared to on the platform. An asterisk (\*) next to a label indicates that the information is mandatory.



Modify the details of this pie chart to display traffic information for today, the past week (weekly), the past month (monthly), or the past year (yearly) by selecting the applicable options available.



When selected, the data of the pie chart will be updated accordingly.

# Yo!Gigs - Online Service Marketplace Solution

Visit <https://www.yo-gigs.com/> to know more!



[www.fatbit.com](http://www.fatbit.com) | [sales@fatbit.com](mailto:sales@fatbit.com)

[Contact us](#)

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