Observatory | Google Analytics

Account and property naming conventions

> **Using consistent naming conventions will assist organisation administrators and account owners to better manage their Google Analytics accounts and properties, including an understanding of the website being monitored and user access.**

The intention of this guidance is to provide recommendations to consider as part your Google Analytics 4 journey and when reviewing existing accounts and properties as part of regular audits.

Account naming conventions

It is a requirement that all naming conventions for accounts under the Commonwealth of Australia Google Analytics Organisation must include the entity name.

We understand due to the complexity of environments that sometimes several accounts may be required to support different user access groups. These should be limited where possible.

With the transition to Google Analytics 4, many entities running Universal Analytics (GA3) concurrently, as well as sunset dates for these properties, we recommend two separate accounts and the following naming conventions:

- **Full government entity name (GA3)**
  This account would include all Universal Analytics standard and 360 properties.

- **Full government entity name (GA4)**
  This account would include all upgraded Google Analytics 4 properties.

During recent audits, we have identified many accounts that only have one or two properties and would benefit from consolidation. There are also a number of properties that are not recording hits and it is important that these are reviewed, and a decision made on their deletion if they are no longer in use.

Refer to archiving and deleting a property guidance for more information.

You may like to consider creating a specific archived account with the following naming convention for historical properties, prior to data extraction and deletion.

- **Full government entity name (ARCHIVED)**
  This account would include properties that are not recording hits and are pending data extraction and deletion.

Edit an account name

You will need the Editor role permission to edit the account name and data-sharing settings.

1. Sign in to Google Analytics.
2. Click **Admin**.
3. In the *ACCOUNT* column, use the menu to select the account in which you want to update settings.

   If you have a lot of accounts, use the search box to help you find the right one.
4. In the *ACCOUNT* column, click **Account Settings**.
5. Enter a new name and select or clear the relevant data-sharing options.
6. Click **Save**.

> If you see an *Action required* notice under *Account Settings* and you are not an administrator for your Analytics account, contact your administrator so they can take the required action.

Source: Account Settings – Analytics Help (google.com)

Property naming conventions

It is recommended that the name of the google analytics property is that of the website address (eg.www.dta.gov.au). This will enable a user to quickly identify the domain name without the need to fully delve into property settings.

Edit a property

You must have editor or administration permissions to edit property settings.

To edit a property:

1. Sign into Google Analytics
2. Click Admin, and navigate to the property you want to edit
3. In the *PROPERTY* column, click **Property Settings**
4. The select property name: the name for the property that appears in Analytics
5. Update the name of the property
6. Click **Save**.

Source: Edit a property - Analytics Help (google.com)