

Setting up Google Analytics

A step-by-step guide

Google Analytics is a free web analytics service offered by Google, and is now the most widely used service of its kind. It allows you to view and track viewer information for any website that you own or for which you have permission to edit. Data can be viewed in real time, or you can filter it in order to gain a sense of site activity over longer periods of time, such as weekly and monthly. The collected data includes some basic metrics, such as page views, as well as more refined demographics about how viewers are finding and accessing your site and the average age and gender of the viewership.

Before you begin

Because Analytics is part of the Google suite of products, you have to have a Google account and a Gmail address in order to set up an Analytics account. If you already have this, great. If not, you can create a Google account and a Gmail address by going to <https://accounts.google.com/> and clicking on the “Create account” button.

All websites (Google uses the term “properties” to refer to websites and apps that are tracked within a user account) can be tracked within a single account, and once you have an account, you can add as many properties to it as you like.

To begin collecting data from a website you need to:

1. Create a Google Analytics account.
2. Set up a property in the account you’ve created.
3. Install the tracking code.
4. Check your web tracking code set up.

#1 Create a Google Analytics account*

- a. Go to google.com/analytics click the “Sign in” button at the top right of the page.
- b. Choose “Google Analytics” from the drop-down menu and follow the prompts.

#2 Set up a property in the account you’ve created.

- a. Sign in to your Analytics account and select the **Admin** tab.
- b. In the **Account** column, use the dropdown menu to select the account to which you want to add the property.
- c. In the **Property** column, select **Create new property** from the dropdown menu.
- d. Select **Website**
- e. Enter the **name of the website** you’d like to gather data from.
- f. Enter the **URL** of the site.
- g. Select an **industry category**.
- h. Select the **reporting time zone**.

#3 Install the tracking code

- a. Sign in to your Analytics account and select the “**Admin**” tab.
- b. Select an account from the drop-down menu in the **Account** column.
- c. Select a property from the drop-down menu in the **Property** column.
- d. Click **Tracking Info** and then **Tracking Code**
- e. Copy and Email the tracking code to your webmaster to **install within the coding of the site.**

#4 Check your web tracking code setup

- a. Sign in to your Analytics account.
- b. Navigate to the property that you’d like to view using the **Account** | **Property** | **View** drop-down menus.
- c. Select the **Reporting** tab.
- d. Select **Real Time** and **Overview**. If the setup has been successful, you should then see real-time data for your site. If you don’t:
- e. Wait a bit—it can take a few hours for a site to start reporting.
- f. Bring this to the attention of your webmaster.
- g. Call us and we’ll help you get things on track.

* For a more detailed guide, as well as troubleshooting tips, see Google’s “Get started with Analytics” at <https://support.google.com/analytics/answer/1008015?hl=en>