Setting up Google Analytics for your Website

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Are you running a blog, niche or e-commerce website?

If you have answered yes, then you need to set up some sort of tracking tool to make the most out of your visitors!

How else will you know where your visitors are coming from or how they are interacting with your "great" content?

The key to a great website is to always know what your prospects are interested in and what they are looking for. You might deem something as 'good' information, but your readers or potential customers may not necessarily agree with you.

So you need to collect data on which pages they like to linger or which pages are closed within a second. This is valuable data because you can then tweak the content of your page to suit your targeted audience.

This is where Google Analytics comes into play…

What You Will Learn

- What exactly is Google Analytics
- How to set up an account
- Basic Configurations to get you started

Google Analytics is the easy alternative when you need to know what exactly is happening on your site.

A very powerful tool with many, many features like audience data, tracing customer paths, page split testing, goal settings, event tracking and a whole heap more.

But before we get into all the good stuff, you need to…

Set up a Google Analytics Account

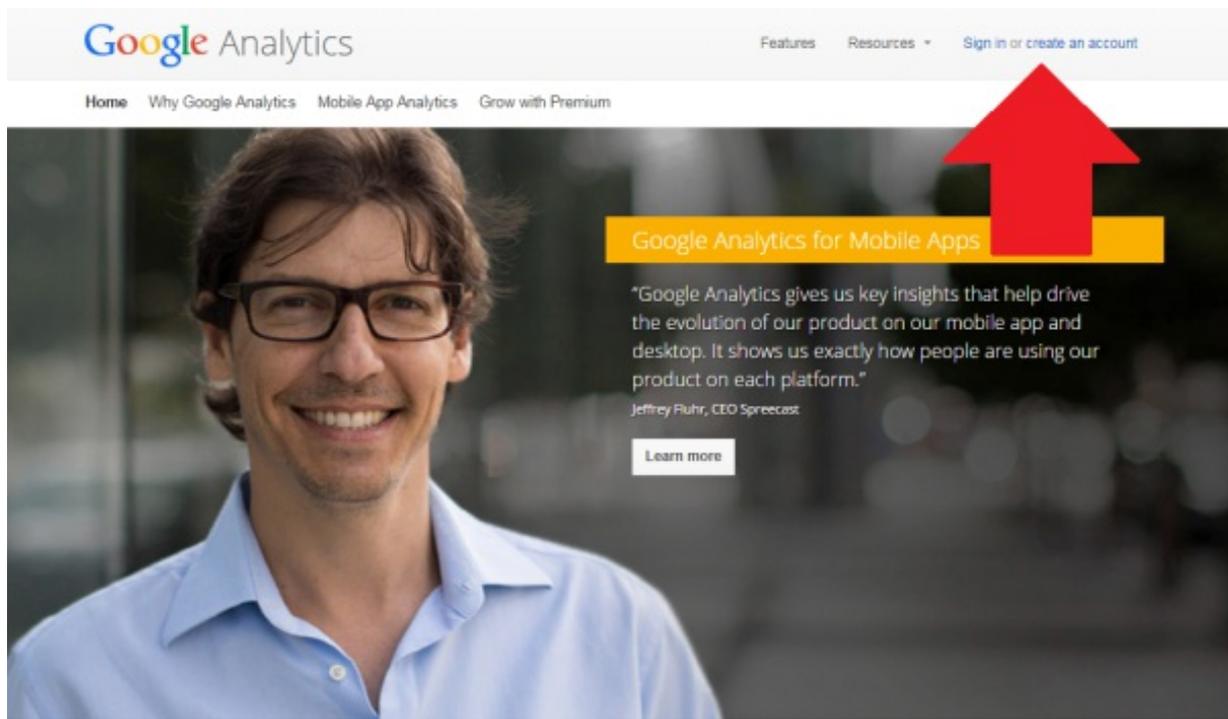To get started, type into Google "Google Analytics".

It should be the very first site that appears, if not Google fails at SEO!

hahahaha

To access the tracking tool, you'll need a Google account, you know… the same one you use for **Google Keyword Planner**.

If not, you can simply create a new one by clicking on 'Create an account' at the top of the page.

Once you've signed in, you'll need to sign up again by clicking on 'Sign Up '. Yep, you need to sign up to every one of Google's Products (tedious work I know, but well worth it. Plus, it doesn't take very long).

Here is where you'll have to insert some of your website's basic information. Stuff like account name, website name, URL, Industry Category (optional), Reporting time zones and privacy settings and so on.

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

My New Account Name

Setting up your property

Website Name required

My New Website

Website URL required

http:// ▾   Example: http://www.mywebsite.com

Industry Category ⑦

Select One ▾

Reporting Time Zone

United States ▾   (GMT-08:00) Pacific Time ▾

Data Sharing Settings ⑦

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and improve service, to perform system critical operations, and in rare exceptions for legal reasons as described in our privacy policy.

The data sharing options give you more control over sharing your Google Analytics data. Learn more.

☑ With other Google products only
Enable enhanced ad features, and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services, and develop better Google services by sharing non-personal data. *Only Google services* **(no third parties)** *will be able to access your data.* Show example

☑ Anonymously with Google and others
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. 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.

☑ Account specialists
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics safeguards your data.

Get Tracking ID   Cancel

As soon as you fill all of that out, move on to generate your tracking ID (in case you missed it, it's the blue 'Get Tracking ID' button at the bottom).

There will be a pop up with their terms and service conditions. As always make sure you read through it (but seriously… who does?) and then click on 'Agree'.

The following page is your very own tracking code, which may look like something from the Matrix (i.e. confusing non-sense). That's how I see it anyway. 😃

This funny looking piece of code needs to be placed somewhere within your website so that Google can start tracking your visitors. So you'll need to be able to access your website's back office (or source code) so you can do this.

This might seem daunting for some people (trust me I used to be one of them), but it's actually quite easy.

Just a heads up, I'll only being showing you how to install it on a WordPress site.

```
Tracking ID          Status: Receiving Data
UA-53814247-1

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.
<script>
 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
 })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

 ga('create', 'UA-53814247-1', 'auto');
 ga('send', 'pageview');

</script>
```

Installing Google Analytics Tracking Code

You have 2 options to install your code.

- Install a plugin that will do it for you **or**
- Place the code in the header of your site yourself.

First, let's talk about the plugin. There are a few plugins out there that will help you with this process and all that is required is to copy and paste your tracking ID which is shown in the blue box above, including the UA. Please don't copy the code above! That's my code. Yours will look very similar, so get your own one! 😀

Now, if you don't want to download a plugin then you can simply add the piece of tracking code to your website's header yourself. Follow the steps below so you don't get lost:

1. Copy *YOUR* tracking code which looks somewhat similar to the one in the red box. It should start with and end with .

2. Head over to your WordPress dashboard and under '**Appearance**', click on '**Editor**'.

3. On the right side, under 'Templates', look for '**header.php**' and click on to it.

4. Look for the code and paste the code on top of that

5. Press update and your done!

Once you have followed the steps above and completed it, it may take Google Analytics several hours to pick up your code and start tracking your data. You will see your tracking status as 'receiving data' once it's connected.

That's all there is to it!

Of course, this is just a basic set up. You'll also want to filter out your internet's IP address from Google Analytics so that the data you obtain is more accurate.

Google Analytics is a very handy tool with many powerful features for all websites alike.

Again, this guide is only for self-hosted WordPress websites. If you are not using a self hosted WordPress but a blogging platform, I believe it's time to get one!

Check out this guide to get you started on WordPress.

If you have any questions, don't hesitate to drop a comment (or two) below.

If you thought this was helpful, be sure to help others by sharing the love!