

Setting Up Google Analytics

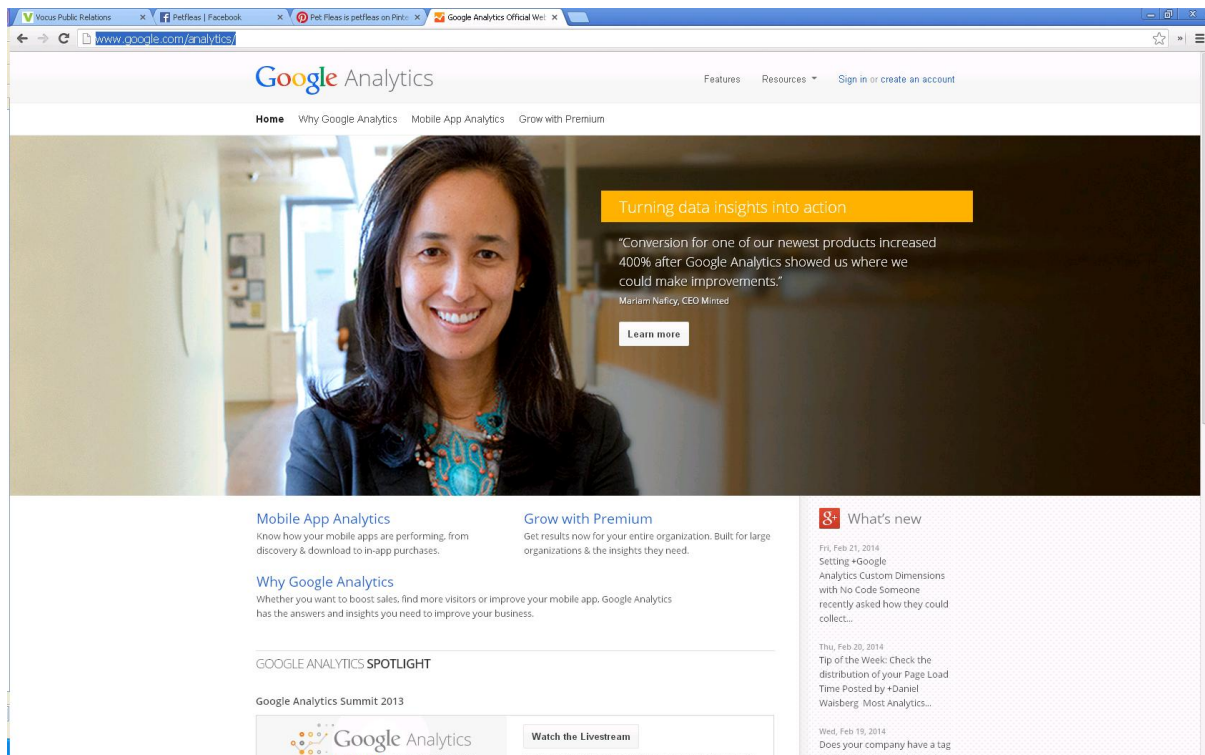
Account creation is relatively straightforward if you have a single site or a limited number of sites operating in a single country. But you should pause for thought at this point if you are using Google Adwords. In the unlikely situation that you are not using Google Analytics with Adwords it's best to create your Google Analytics account through Google Adwords so that tracking is linked.

The actual processes are almost identical, the main difference is that to setup the Analytics through your Adwords you need to login to your Adwords account first.

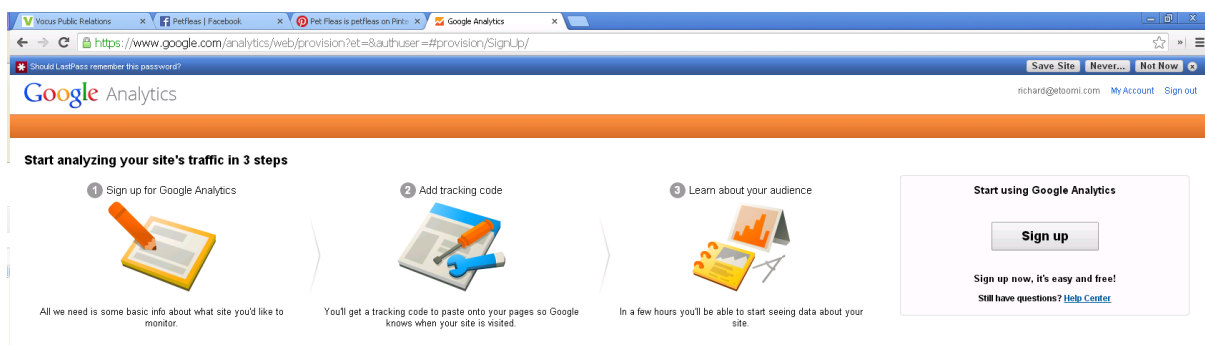
To create a new Google Analytics account, first go to the following url:

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

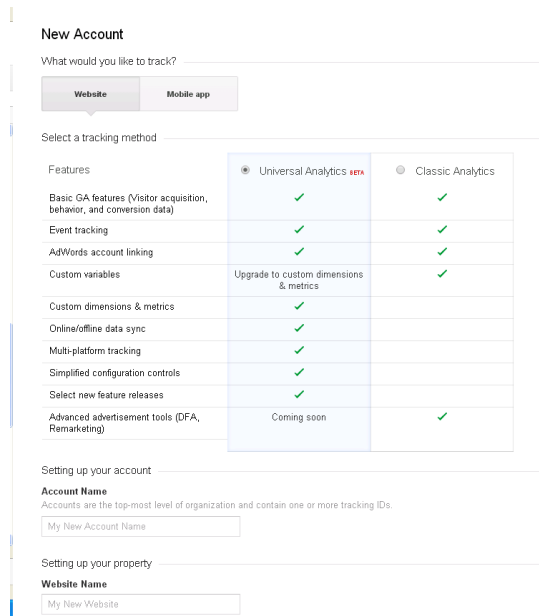
Where you should be presented with a screen that looks like the one below.



In the top right hand edge of the screen you will see a link to sign in or create a new account, choose the relevant link and then login to Google Analytics, at which point you will see the following screen.



Click the signup button to the right and you will be taken through to the following form.



New Account

What would you like to track?

Website Mobile app

Select a tracking method

Features	Universal Analytics <small>beta</small>	Classic Analytics
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (DFA, Remarketing)	Coming soon	✓

Setting up your account

Account Name
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

My New Website

Input the following details as required:

Account Name: This is fairly self explanatory and if you only have one website to track this can be the business name or the ltd company name.

Website Name: Again this is fairly self explanatory and can again be the business name, for example we used 'Etoomi' for this example.

Website URL: Insert the URL of the website that you wish to track.

Industry Category: Choose the category that best represents your organization, so we can work towards building tailored reports, customized communication, and better education material. Your selection does not affect tracking and data collection.

Reporting Timezone: Here you need to select the relevant country and timezone for the region that the website is based, so for example most of you would need to put United Kingdom and set the timezone to (GMT+00:00) London.

Data Sharing Settings: With this area you can control how you share your Analytics account data with other Google products and services. I won't go into too much detail here as there are good explanations with each of the options, they are set as active by default but they are all optional and will not affect the results being delivered to your Analytics.

Once you have done all of the above click the 'Get Tracking ID' button at the end of this section.



Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

United Kingdom

GOOGLE ANALYTICS TERMS OF SERVICE

These Google Analytics Terms of Service (this "Agreement") are entered into by Google Inc. ("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 AUTHORISED TO ACT ON BEHALF OF, AND BIND TO THIS AGREEMENT, THE OWNER OF THIS ACCOUNT. In consideration of the foregoing, the parties agree as follows:

1. Definitions.

I Accept I Do Not Accept

You will initially get a pop up that is the Google Analytics Terms of Service Agreement, select the country from the drop down and when you are happy click the 'I Accept' button.

Tracking Code

After you click the 'I Accept' your tracking code and tracking ID will be created, your tracking ID will take the following format UA-#####-## (the hashes will be a series of numbers).

See below for the code as it will appear in your Analytics account.

Tracking ID

UA-48370751-1

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-48370751-1', 'etoomi.com');
ga('send', 'pageview');

</script>
```

Below the Tracking ID you will see the tracking code that has been generated by Google Analytics to enable the tracking of your website, this code will need to appear on every page that you wish to track with Google Analytics.

In the good old days this had to be copied and pasted onto every page, if you have to do it this way still the code needs placing in the <head></head> tags of the relevant pages.

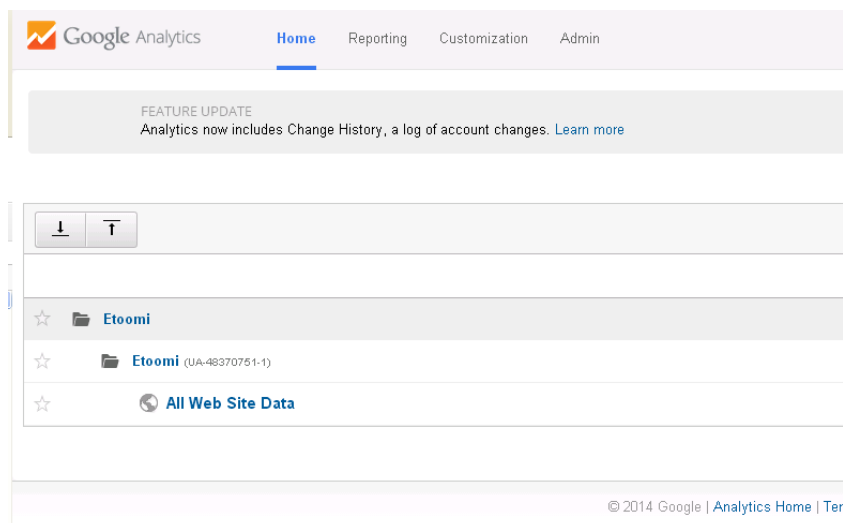
Most modern platforms such as Actinic, Magento etc. have a section in the CMS Admin area that allow this code to be copied and pasted once into the templates.

If you are not sure where to place this code we would recommend you hand this part of the project over to your developer.

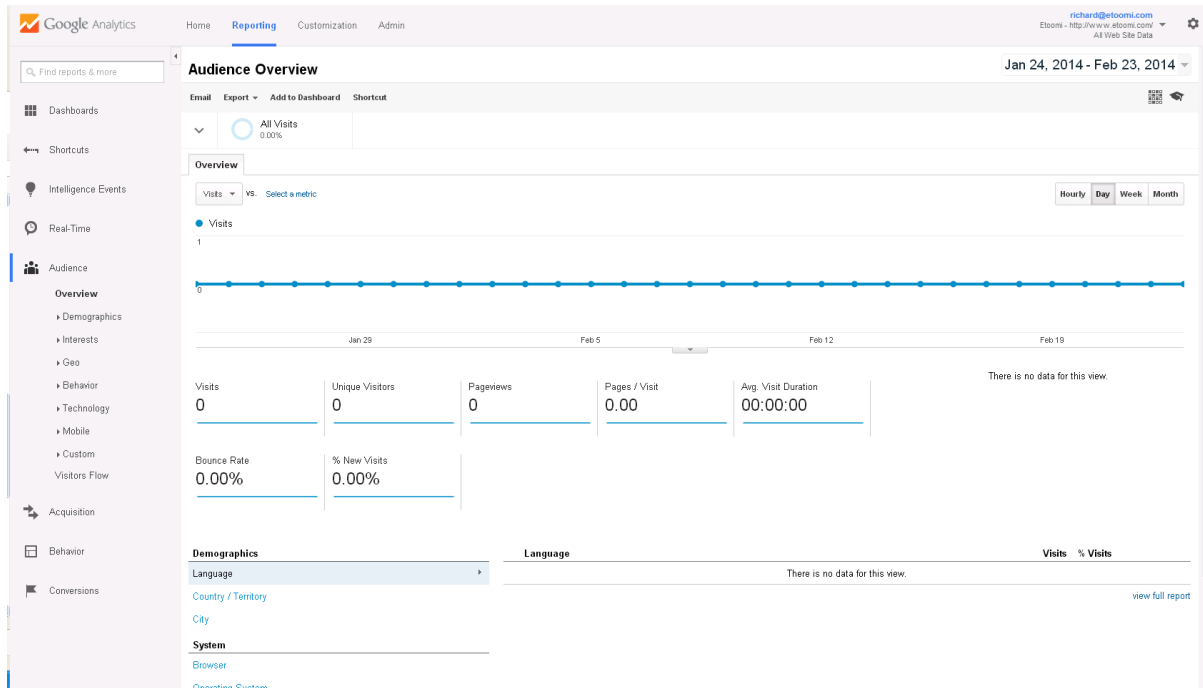
Checking that Analytics is Working

Once the analytics code has been applied either by yourself or your developer it is relatively simple to check whether the code is working.

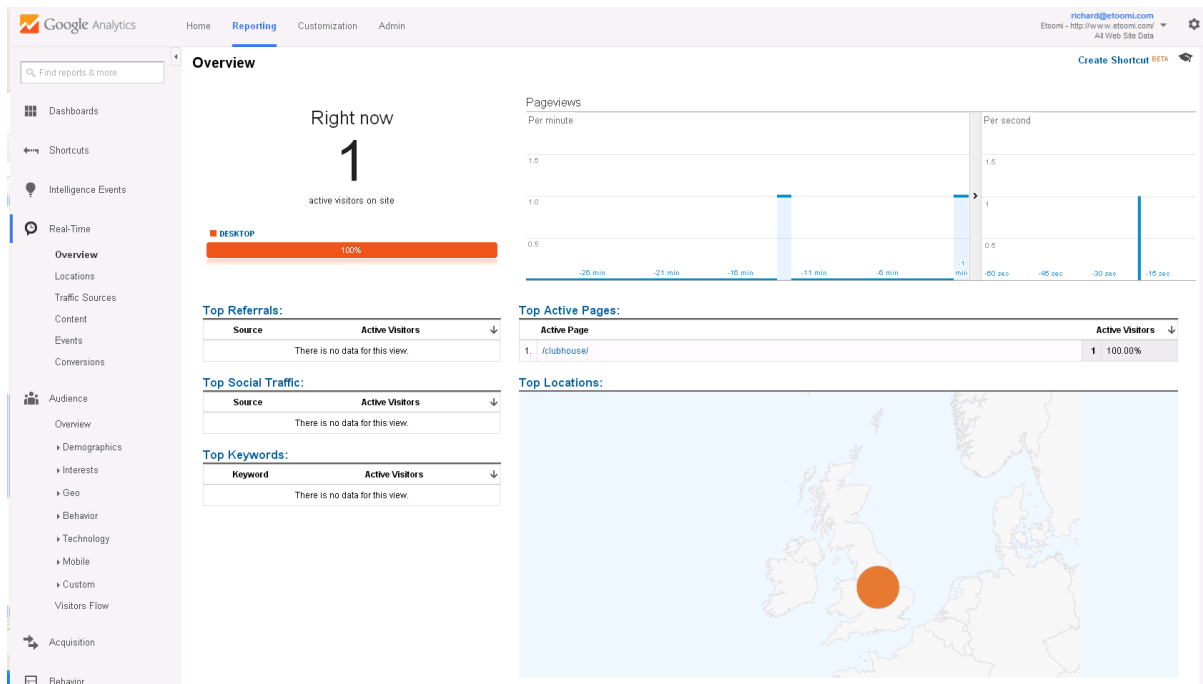
1. From the top navigation click the 'Home' option, this will take you to the following screen.



- Click on the area that says 'All Web Site Data' and you will be presented with the default area of the analytics such as that seen below.



- From the side navigation select 'Real-Time and the Overview' to get to the following screen



4. Go to any page on your website and the screen above should change and register a visitor to the site as you can see in the above image, if you look at the section 'Top Active Pages' it will also show you what page is currently being visited, this should correspond with the page you have just gone to. This shows that the analytics is actually tracking.

This is the basics of setting up your Google Analytics account, in other sessions and PDF's we will go into more detail on ways that you can improve this with items like goals, dashboards and other elements.