![C7EVEN logo](Creators of Captivating Communication)

01 | SETTING UP GOOGLE ANALYTICS

Why you need Google Analytics

Do you have a blog? Do you have a static website? If the answer is yes, whether they are for personal or business use, then you need Google Analytics. Here are just a few of the many questions about your website that you can answer using Google Analytics.

- How many people visit my website?
- Where do my visitors live?
- Do I need a mobile-friendly website?
- What websites send traffic to my website?
- What marketing tactics drive the most traffic to my website?
- Which pages on my website are the most popular?
- How many visitors have I converted into leads or customers?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What blog content do my visitors like the most?

There are many, many additional questions that Google Analytics can answer, but these are the ones that are most important for most website owners. Now let's look at how you can get Google Analytics on your website.

How to install Google Analytics

First, you need a Google Analytics account. If you have a primary Google account that you use for other services like Gmail, Google Drive, Google Calendar, Google+, or YouTube, then you should set up your Google Analytics using that Google account. Or you will need to create a new one.

This should be a Google account you plan to keep forever and that only you have access to. You can always grant access to your Google Analytics to other people down the road, but you don't want someone else to have full control over it.

Big tip: don't let your anyone (your web designer, web developer, web host, SEO person, etc.) create your website's Google Analytics account under their own Google account so they can "manage" it for you. If you and this person part ways, they will take your Google Analytics data with them, and you will have to start all over.

1. Set up your account and property

Once you have a Google account, you can go to Google Analytics and click the Sign into Google Analytics button. You will then be greeted with the three steps you must take to set up Google Analytics.

After you click the Sign Up button, you will fill out information for your website.

Google Analytics

New Account

What would you like to track?

Website	Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

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 ⓘ

> Select One ▼

Reporting Time Zone

> United States ▼   (GMT−08:00) Pacific Time ▼

Google Analytics offers <u>hierarchies</u> to organize your account. You can have up to 100 Google Analytics accounts under one Google account. You can have up to 50 website properties under one Google Analytics account. You can have up to 25 views under one website property.

Here are a few scenarios.

- SCENARIO 1: If you have one website, you only need one Google Analytics account with one website property.
- SCENARIO 2: If you have two websites, such as one for your business and one for your personal use, you might want to create two accounts, naming one "123Business" and one "Personal". Then you will set up your business website under the 123Business account and your personal website under your Personal account.
- SCENARIO 3: If you have several businesses, but less than 50, and each of them has one website, you might want to put them all under a Business account. Then have a Personal account for your personal websites.
- SCENARIO 4: If you have several businesses and each of them has dozens of websites, for a total of more than 50 websites, you might want to put each business under its own account, such as 123Business account, 124Business account, and so on.

There are no right or wrong ways to set up your Google Analytics account—it's just a matter of how you want to organize your sites. You can always rename your accounts or properties down the road. Note that you can't move a property (website) from one Google Analytics account to another—you would have to set up a new property under the new account and lose the historical data you collected from the original property.

For the absolute beginner's guide, we're going to assume you have one website and only need one view (the default, all data view. The setup would look something like this.

Beneath this, you will have the option to configure where your Google Analytics data can be shared.

Reporting Time Zone

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

Data Sharing Settings ⑦

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics 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.

✓ Google products & services RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the product linking section in each property to view or change your settings.*

✓ Benchmarking RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

✓ Technical support RECOMMENDED
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 RECOMMENDED
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.

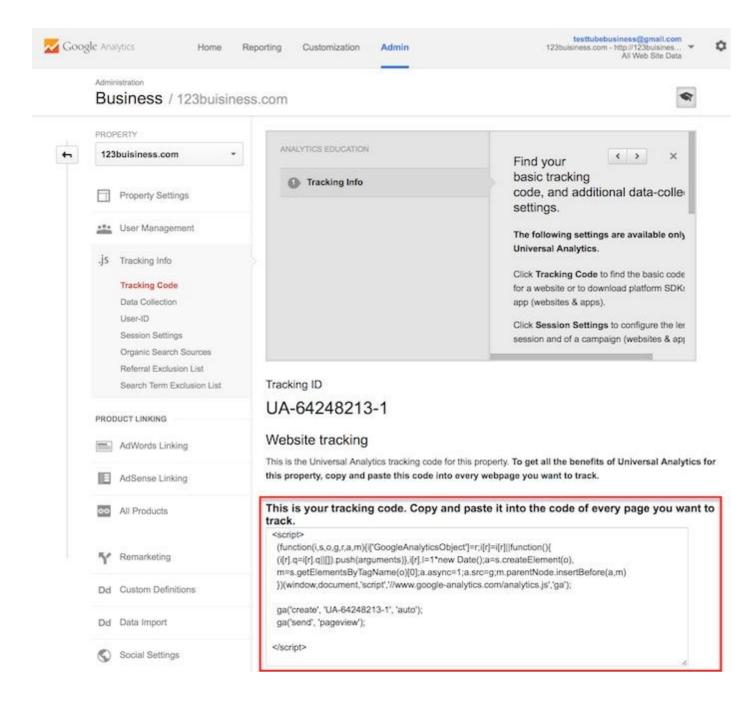Learn how Google Analytics safeguards your data.

You are using 0 out of 100 accounts.

Get Tracking ID | Cancel

2. Install your tracking code

Once you are finished, you will click the Get Tracking ID button. You will get a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code.

This must be installed on every page on your website.