

Google Analytics

Getting Started



Reusser
Design

WEB. MOBILE. STRATEGY.

GETTING STARTED

If you don't have an Analytics account, create one. If you do, sign in. (google.com/analytics)

1. Click **SIGN IN > Analytics**
2. If you don't have an account, click **More Options > Create Account**.
3. If you do have an account, enter the email address and password associated with the account.

SETTING UP A PROPERTY

Set up a property in your Analytics account. A property represents your website domain, and is the collection point for the data from your website.

1. Click **Admin**
2. In the *ACCOUNT* column, use the menu to select the account you want to add the property.
3. In the *PROPERTY* column, select **Create a new property** from the menu.
4. Select **Website** and skip to Step 7.
5. Enter the **Website name** – *if you plan on tracking more than one website in the future, choose a very specific and descriptive name that includes the edition or version number for organization.*
6. Enter the **Website URL** – *be sure to properly format your URL with the correct protocol (http://) and enter the domain name without any characters following the name. Example: (<http://reusserdesign.com>)*
7. Select an **Industry Category**.
8. Select the **Reporting Time Zone** – *this will be used as the day boundary for your reports.*
9. Click **Get Tracking ID** – *your property is created after clicking this button, but **you must set up the tracking code to collect data.***

ADDING THE TRACKING CODE TO YOUR WEBSITE

The next step is to modify the code for your site by adding the Analytics tracking code so you can collect data in the Analytics property you set up.

1. To implement the tracking code, do **one of the following**:
 - Add the entire tracking code snippet to each web page you want to track. Add the tracking code snippet just before the closing `</head>` tag on each page, **OR**
 - Enter the tracking ID into a field that asks for the Google Analytics tracking ID.

Providing both the snippet and the tracking ID to your website management team should be sufficient and the developers will know where to place the code.

FINDING YOUR TRACKING ID AND CODE SNIPPET

The following steps will show you how to locate your property's tracking ID or tracking code snippet:

1. Sign into your Analytics account.
2. Click **Admin**.
3. Select an account from the menu in the *ACCOUNT* column.
4. Select a property from the menu in the *PROPERTY* column.
5. Under *PROPERTY*, click **Tracking Info > Tracking Code**.
 - Your **tracking ID and property number** are displayed at the top of the page.
 - The **tracking code snippet** for your website is displayed under *Website tracking*.