How to setup a
Google Analytics Account

IMPROVE THE CUSTOMER EXPERIENCE WITH DIGITAL ANALYTICS.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.
Google Analytics helps you evaluate the full customer journey and drive results.

Know how people are using your site: Understand your site and users to better evaluate the performance of your content, products, and more.

A seemingly endless source of data and insight: Access Google's proprietary audience data and machine learning capabilities to help get the most out of your data.

Connect your digital analytics to results: working with Google's media and publisher products so you can use your digital analytics insights to drive real impact.

Make your digital analytics data work for you: Process and share massive amounts of data quickly with an easy-to-use interface combined with shareable reports.

"How To Series" will walk through creating a Google Analytics account, adding the code to your site, and testing the installation.
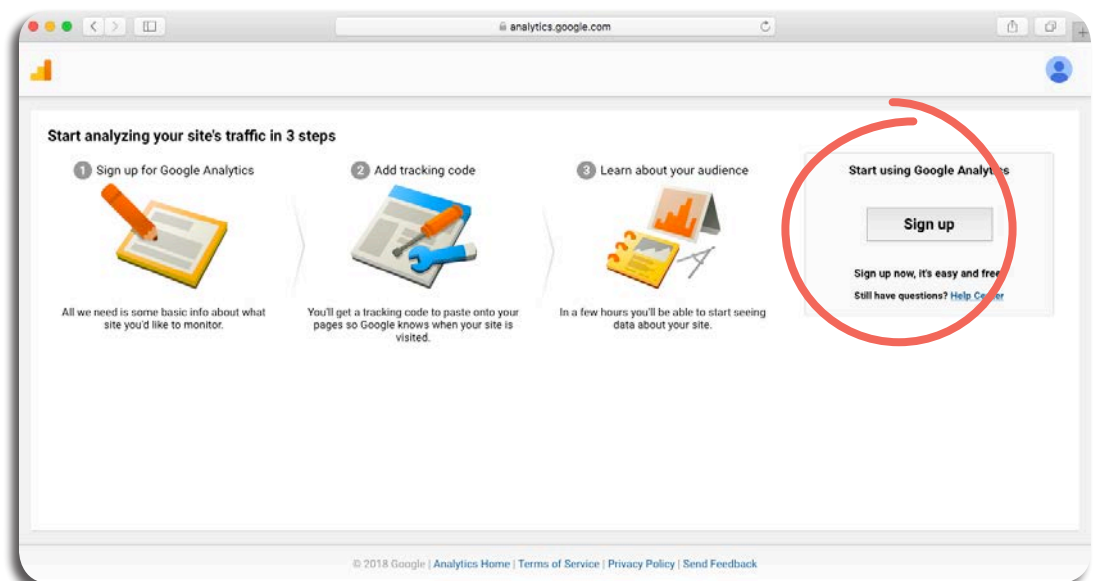
Go to
www.google.com/analytics
Log in to your Gmail account and fill in some basic info about your site.

We help you reach your target market of Farmers and Ranchers. Learn more about our products and services at **usfarmdata.com**

Since multiple properties for various websites that are part of your brand could be included here. As a primer in **Google Analytics account** structure, note that an account is the highest level of organization.

Within an account, each property represents **a single tracking code** that will be used across a site.

Within each property, various views can filter different ways to look at traffic on the same site.

Website name, which will ultimately become the property name within this Google Analytics account. Provide the website URL, being sure to use the dropdown to specify if the site is on **http://** (nonsecure protocol) or **https://** (secure).

Use the Industry Category dropdown to specify what niche your site fits in. Defining this category will allow access to **Benchmarking Reports**, comparing data against other sites in your industry. Finally, define a time zone, noting that this will affect how data is correlated by hour and day in your account.

How to setup a
Google Analytics Account

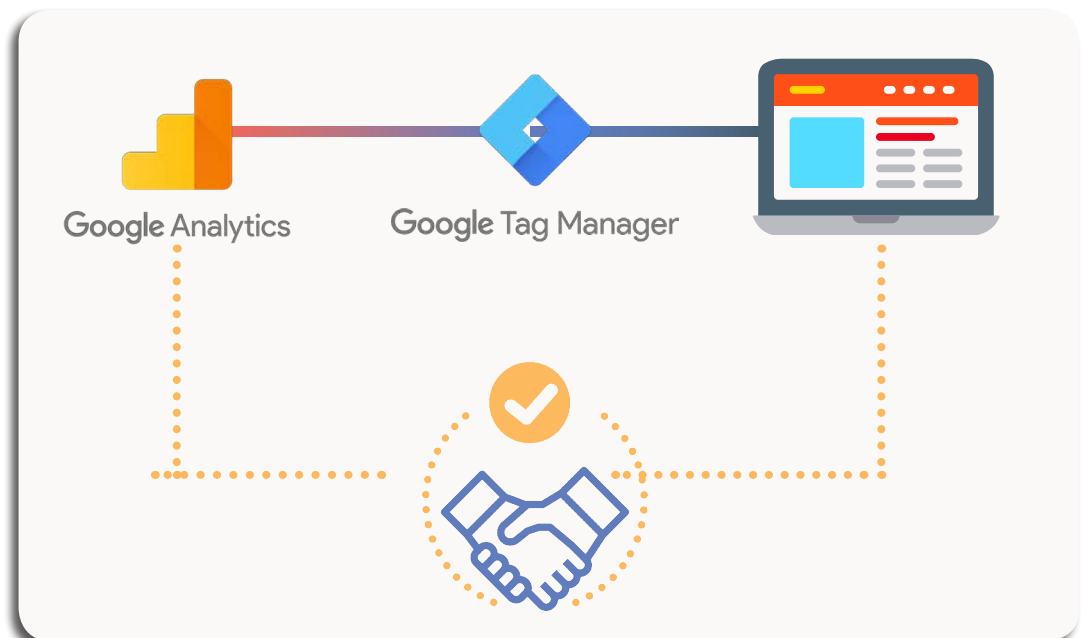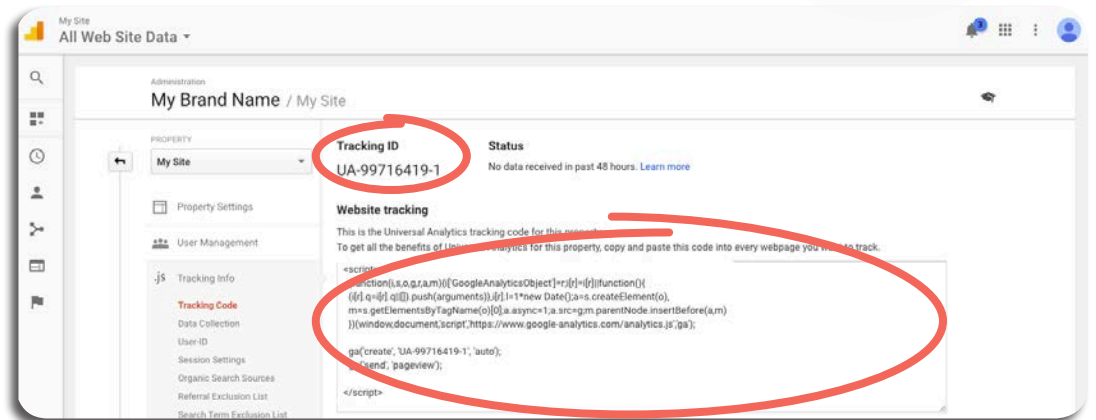Once finished with the previous steps, select "**Get Tracking ID**" and accept the service agreement that appears. Next, you'll see your property overview, where the Tracking ID appears.

On the left side-bar, choose the **Admin** ⚙ under Property pannel, select **JS Tracking Info** and **Tracking Code.** You will need to add the **Tracking Code** to your website. If you have development skills and are able to access your website's source code, add the code snippet under "**Website Tracking**" **right before the closing tag in your site** template. If you work with a developer to manage your site, copy the code and send it to them to implement.

Finally, you can use **Google Tag Manager** to install Analytics. Once the **Tag Manager** code is put in place, either by you or by a developer, you can deploy Google Analytics and customize further aspects such as goal and event tracking all through one interface.

VERIFY YOUR WEB-TRACKING-CODE SETUP. If you're not sure your tracking code is working correctly, try one of the options below to check your setup.

The **Real-Time Overview** 🕐 and **Behavior reports** let you see activity for specific pages. If you haven't added the tracking code to all pages on your site, you can check these reports to see whether the tracking code is sending data from the pages you have tagged. These reports show activity for only the most active pages, they're a good signal that your tracking code is working correctly.
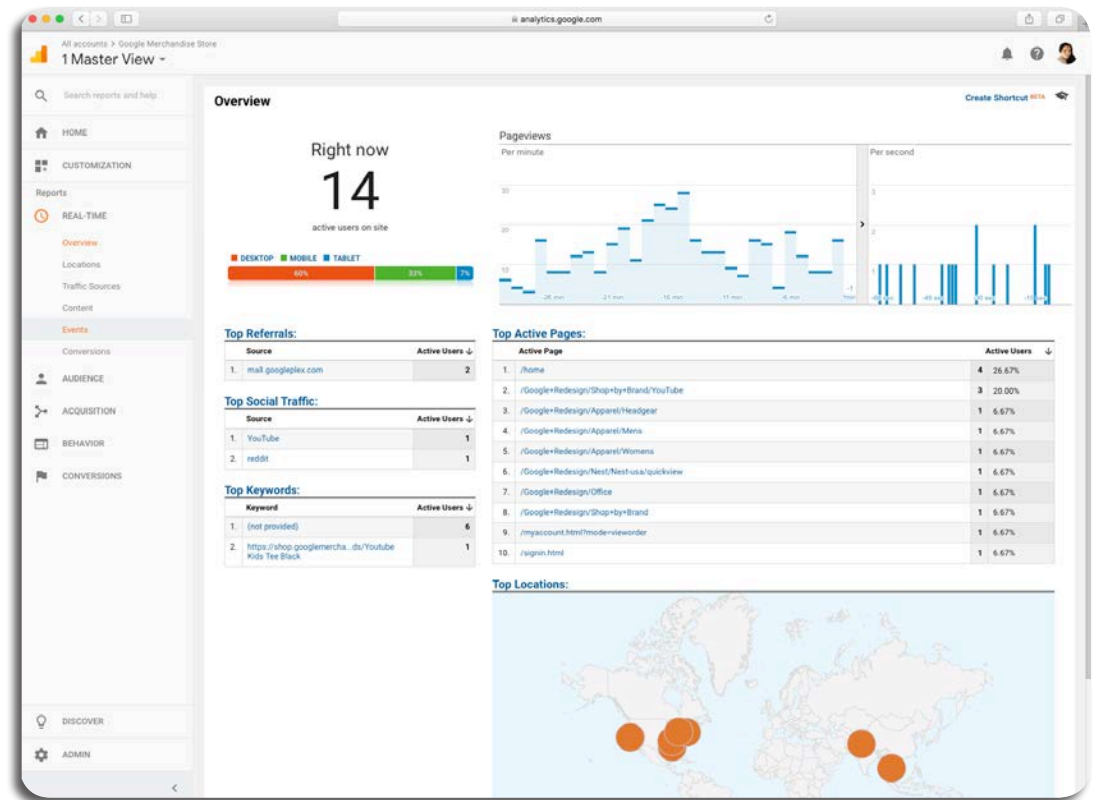
We help you reach your target market of Farmers and Ranchers. Learn more about our products and services at **usfarmdata.com**

How to setup a
Google Analytics Account

EAGER TO LEARN MORE...?

- https://www.google.com/analytics
- https://analytics.google.com/analytics/academy
- https://support.google.com/analytics/answer/1008015?hl=en&ref_topic=3544906
- https://analytics.google.com/analytics/academy/course/5