

How To:

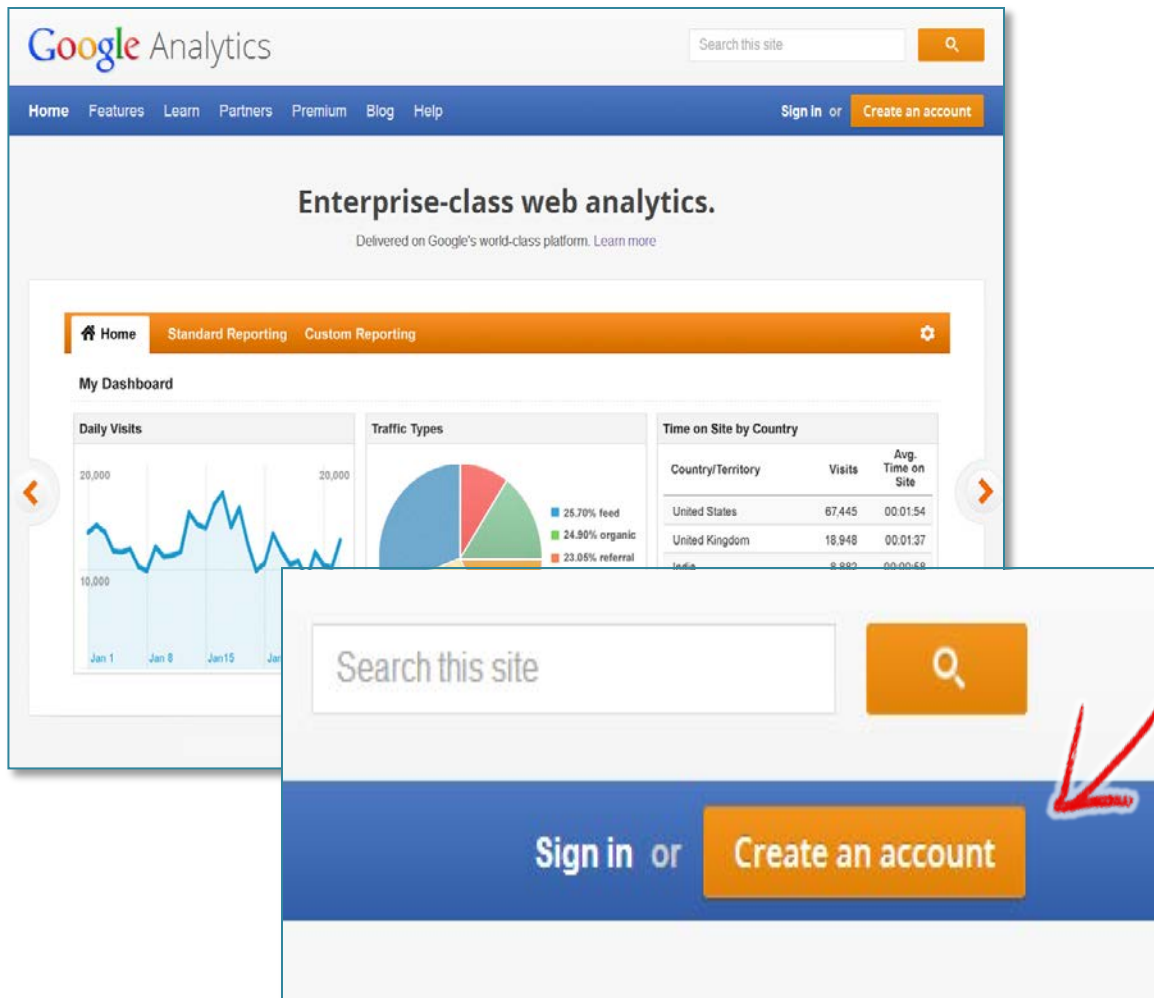
Set Up Google Analytics



Google Analytics

Google Analytics – Getting Started

- * Sign up for a Google Analytics Account:
- * Go to www.google.com/analytics
- * Click the **Create an account** link*



*If already an AdWords user, you can create a new account via Google Analytics under the Tools and Analysis tab on the AdWords interface.



Google Analytics – Getting Started

* Adding your website:

1. Click **Admin tab** at the top of any Analytics page.
2. In the Property column, click the menu, then click **create new property**.
3. Click the account to which you want to add a property.
4. Click + **New Web Property**.
5. Enter the website name and URL.
6. Select an industry category that reflects the content of your site.
7. Select the time zone you want to use as the day boundary for your reports, regardless of where the data originates
8. Click **Get Tracking ID**



The screenshot shows the Google Analytics interface. On the left, the 'Admin' tab is selected. In the 'Properties' column, the '+ New Property' button is highlighted with a red arrow. The main form is titled 'Create New Property' and is for the account 'www.freshdesk.com'. The form includes the following fields:

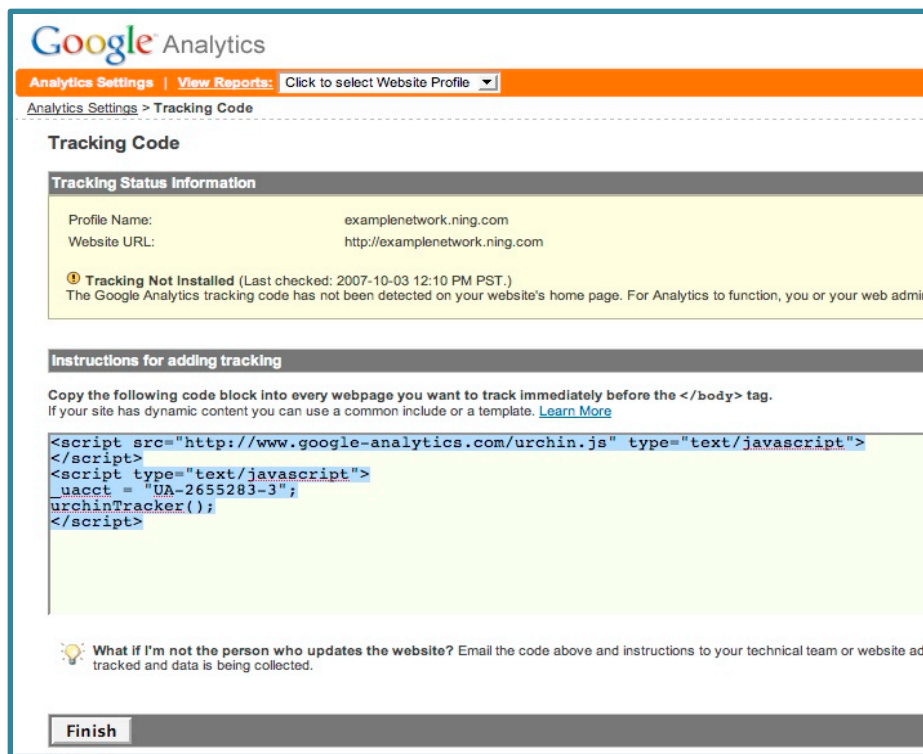
- Property Name:
- Website's URL:
- Time zone: (GMT-08:00) Pacific Time

At the bottom of the form, there is a red arrow pointing to the 'Create property' button.



Google Analytics – Getting Started

1. From any Analytics page, click **Admin**.
2. Select the property you want to track.
3. Check that the URL at the top matches the one for your website. If the settings are showing the wrong web property, click the link in the breadcrumb trail for your account, and select the correct property from that list.
4. Click the **Tracking Info** tab.
5. Turn on the tracking options you want, then click **Save**.
6. Once you find the code snippet, copy and paste it into your web page.
7. Verify that your tracking code contains the correct web property ID for your profile. Double-check that the tracking snippet installed on your website matches the code shown in your profile.



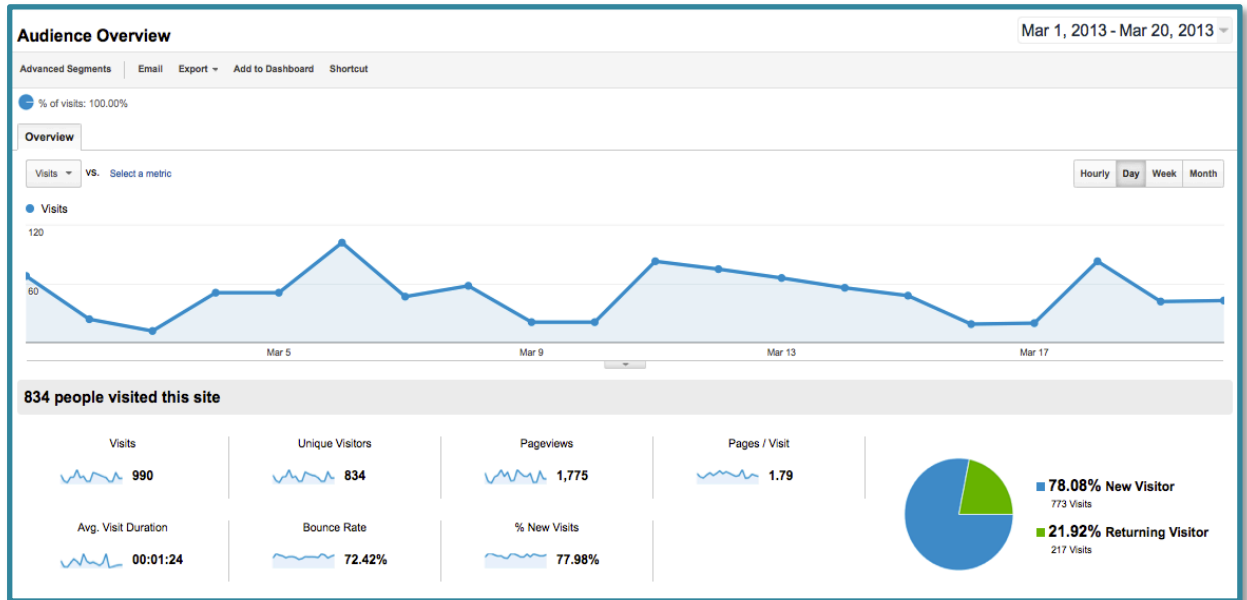
The screenshot shows the Google Analytics 'Tracking Code' page. At the top, there's a navigation bar with 'Analytics Settings' and 'View Reports'. Below this, the breadcrumb trail shows 'Analytics Settings > Tracking Code'. The main heading is 'Tracking Code'. Under 'Tracking Status Information', it shows the Profile Name as 'exampnenetwork.ning.com' and the Website URL as 'http://exampnenetwork.ning.com'. A warning icon indicates 'Tracking Not Installed' with a message: 'The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web admin...'. Below this, the 'Instructions for adding tracking' section instructs to copy a code block into every webpage. The code block is:

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-2655283-3";
urchinTracker();
</script>
```

 At the bottom, there's a lightbulb icon with a note: 'What if I'm not the person who updates the website? Email the code above and instructions to your technical team or website ad... tracked and data is being collected.' and a 'Finish' button.



Google Analytics – Data & Reports



- * Set the active date range (can set a comparison range)
- * Change the **Graph by** selection to display your data by day, week or month
- * Attach notes to specific dates
- * Most popular Metrics:
 - * Visits
 - * Pages/Visit
 - * Average Time on Site
 - * % of New Visits
 - * Bounce Rate
- * Dimensions:
 - * City or Region from where the visit originated
 - * Source that referred the visit (i.e. wsbtv.com)
 - * Browser used for the visit
- * Formats:
 - * XML
 - * PDF
 - * CSV
 - * TSV
- * Send now or schedule

