

## Step 1 - Create a Google Analytics account

### To create an Analytics account:

1. Visit <http://www.google.co.uk/analytics>.
2. Enter your Google Account email and password and click **Sign In**. If you don't have a Google Account, click **Sign up now** to create one.
3. Click **Sign Up**.
4. Enter your **Website's URL**, making sure to select either `http://` or `https://` from the drop-down list. Enter a nickname for this account in the **Account Name** field and then, click **Continue**.
5. Enter your contact information and click **Continue**.
6. Read the Google Analytics Terms of Service. If you agree to these terms, select the **Yes** checkbox and click **Create New Account** to continue.

The **Tracking Instructions** page that appears contains the tracking code that you'll need to paste into each page of your site.

Click **Continue** on the **Tracking Instructions** page to access your new account.

## Step 2 - Configure your profile

It's important to configure your profile in order to get the most out of your reports. To access your profile settings:

1. In the **Website Profiles** table, find the profile to edit.
2. Click **Edit**. The Profile Settings page appears.
3. Click **Edit** on the Main Website Profile Information table.

### Default page

Setting this to the default (or index) page of your site allows Google Analytics to reconcile log entries for **www.example.co.uk** and **www.example.co.uk/index.html**, for example. These refer in fact to the same page, but are reported as two distinct pages until the Default Page setting has been configured.

## Step 3 - Add the tracking code to your pages

### Add the tracking code to your pages

Google Analytics only tracks pages that contain the Google Analytics tracking code. You will need to add this code to each page of your site, either manually or through the use of includes or other methods.

### To access your tracking code:

1. Sign in to Google Analytics.

2. From the **Analytics Settings** page, find the profile for which you would like to retrieve the tracking code. Please note that tracking codes are profile specific.
3. From that profile's **Settings** column, click **Edit**.
4. At the top right of the Main Website Profile Information box, click **Check Status**.
5. Your tracking code can be copied and pasted from the text box in the Instructions for adding tracking section.

**Basic installation** - Copy and paste the code segment into the bottom of your content, *immediately before the </body> tag* of each page you are planning to track. If you use a common include or template, you can enter it there.

```
<script type="text/javascript">
var gaJsHost = (("https:" ==
document.location.protocol) ? "https://ssl." :
"http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost
+ "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script>

<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

You will need to update the "xxxx-x" in the sample above with your own Google Analytics account number. You can access your personalised tracking code in its entirety by following the instructions in [Where can I find my tracking code?](#)

Once you've completed this step, Google Analytics will begin collecting traffic data. The data will be displayed in your reports within 24 hours.

Full instructions and help is available at <http://www.google.co.uk/analytics>