GOOGLE ANALYTICS GUIDE

The Complete Digital Marketing Guide

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Step 1: Install Google Analytics

- Go to **Analytics.google.com** and create a new property.

- Install **Google Site Kit** in WordPress and connect Analytics.

Step 2: Track Key Metrics

- **Acquisition**: Where your traffic comes from (organic, ads, social).

- **Engagement**: What users do on your site (time on page, clicks).

- **Monetization**: How much revenue is generated from website visitors.

Step 3: Set Up Tracking Events

- Track **email signups** by setting an event trigger on the Thank You Page.

- Use **Campaign URL Builder** to measure performance from emails and ads.

- Exclude **internal traffic** to get accurate visitor data.