Michael Kopriva

Dr.Danesh

March 1, 2018

MIS 442-01

Google Analytics Installation and Purpose

To install google analytics on a website, you first need to go to google.com/analytics and sign up for free. This involves making an account name, naming your site, inputting your site’s URL, selecting an industry, and choosing your time zone. After all this information is filled in, you can then get your tracking ID. The next page provides you with a global site tag (gtag.js) that you copy and paste into the <head> of every webpage you want to track.

Goggle analytics is a free tool that allows you to see how well your site is performing. It provides graphs and statistics that show you exactly how many users have visited your site. Along with this information, you are also given stats such as how long the users spend on your site, when they visit your site, where and when they were when they accessed your site, and what device was used. You can also see how many users are on your site in real time, which pages they are viewing, and keywords and sites that referred them. With all of this tracked information you can also create custom reports to put together the information that interests you the most. These are just a few things you can do with google analytics.

This tool is good for getting to know your audience. That way you can cater to their needs and interests. Knowing all this information is key to running and growing your website. Goggle analytics is great because it is free and it offers a bunch of free tutorials on how to get the most out of it. It seems very user friendly and simple to use, and I hope to learn more about its uses and features.