```
*Insert in header*

<!-- Google tag (gtag.js) -->

<script async

src="https://www.googletagmanager.com/gtag/js?id=AW-11287868317"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag(){dataLayer.push(arguments);}

gtag('js', new Date());

gtag('config', 'AW-11287868317');

</script>
```