

## Getting Started With Google Analytics



Google Analytics is, hands down, the master of web analytics used to track the activity on your website. Its also our tool of choice for tracking visitor data, source of traffic, conversion rates and much more. We use this data to scale our website campaigns and traffic sources.

This helps us identify which avenues are most beneficial, and which ones we may be spinning our wheels on. Without tracking your visitor data, you'll have no definitive data on where your traffic is coming from, how much traffic you're getting, how long people are on your website, which pages they're visiting, and so on. By implementing Google Analytics on your website or landing page, you'll be able to accurately measure and scale your marketing campaigns.



# ***Getting Started With Google Analytics***



Once Google Analytics is installed on your website, you can then jump into the more advanced functions, including the use of Google Goals.

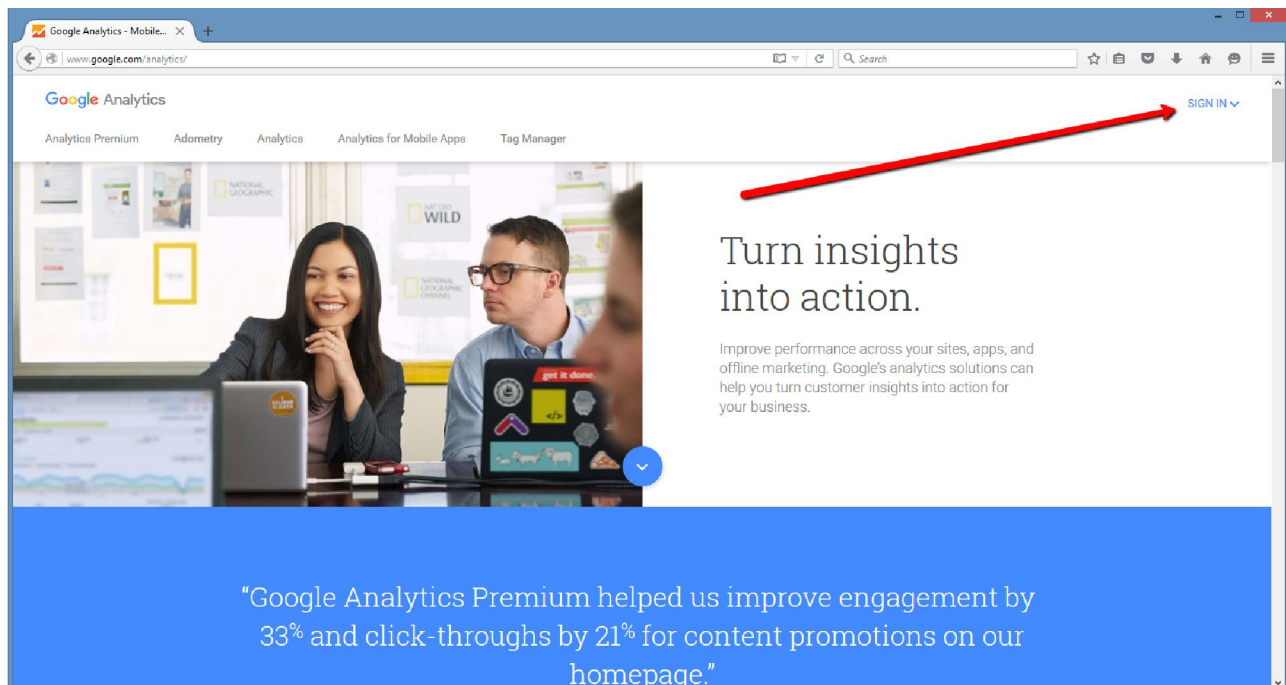
Google Goals will allow for tracking of conversion rates on your website or page. Don't worry - there's an entire tutorial dedicated to just to google goals and we'll get there shortly. First on your checklist is to get up and running with Google Analytics.

**Ready to get started?**



# Getting Started With Google Analytics

The first step to getting started with Google Analytics is to set yourself up with an account. Visit [www.google.com/analytics/](https://www.google.com/analytics/) and click the “Sign in to Google Analytics” button on the top right of your screen. Follow the 3-step process for setting up your new account.



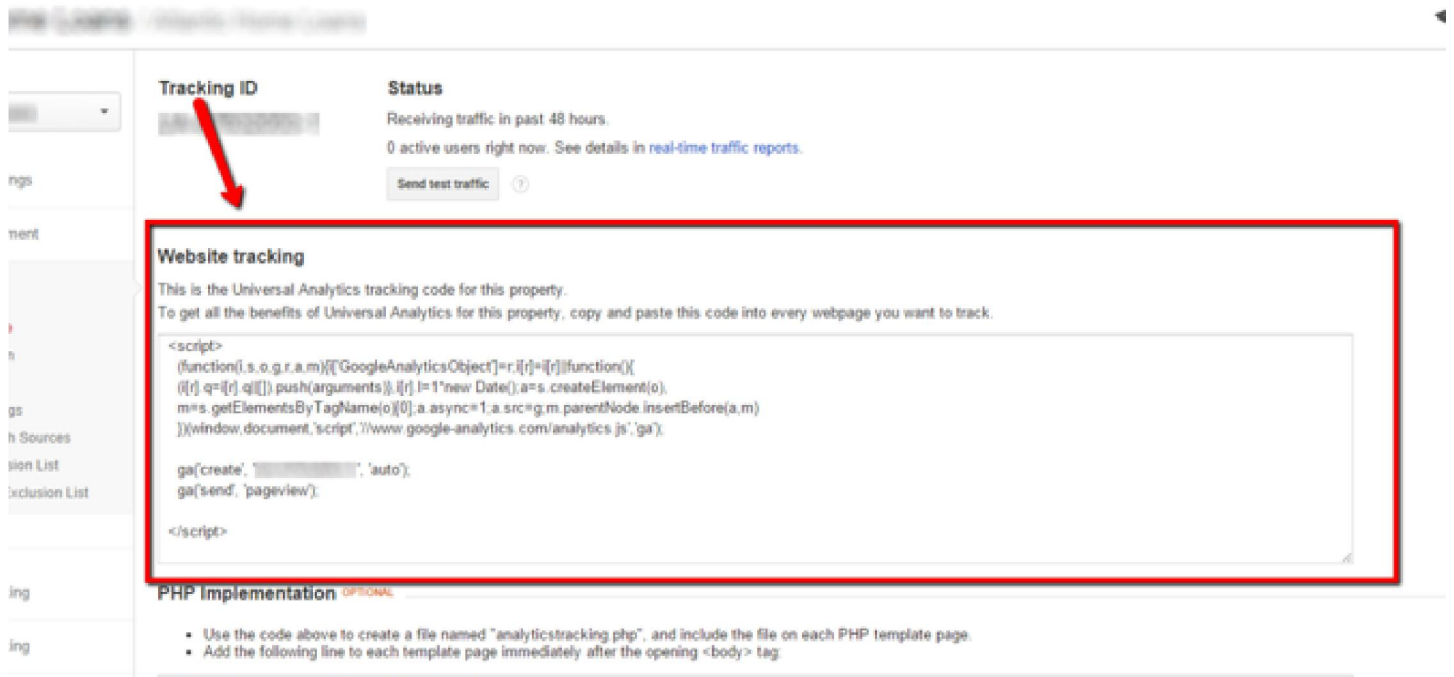
Additional resources to aid in setting up your account:

- Google Analytics Support:  
<https://support.google.com/analytics/answer/1008015?hl=en>
- Google Analytics Community Forums:  
[https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/Google\\_Analytics#](https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/Google_Analytics#)



# Getting Started With Google Analytics

Once you've created your new account with Google Analytics, it'll give you a Tracking ID. This Tracking ID, also known as "code", is what you'll put on your website so that Google can track visitor data. See example code below:



The screenshot shows the Google Analytics interface. A red arrow points to the Tracking ID field, which contains a masked ID. Below this, the 'Status' section indicates 'Receiving traffic in past 48 hours' and '0 active users right now'. A red box highlights the 'Website tracking' section, which contains the Universal Analytics tracking code. Below the code, there is a section for 'PHP Implementation' with instructions on how to use the code on a PHP website.

**Tracking ID**

**Status**

Receiving traffic in past 48 hours.

0 active users right now. See details in [real-time traffic reports](#).

[Send test traffic](#)

**Website tracking**

This is the Universal Analytics tracking code for this property.

To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<script>
(function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)};i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXXX-X', 'auto');
ga('send', 'pageview');

</script>
```

**PHP Implementation** OPTIONAL

- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
- Add the following line to each template page immediately after the opening <body> tag:

Ask your website provider to install this code on your website, or if you're a master tech guru, copy the code and place it just above the </head> tag in your page.

To install Google Analytics on your leadPops Funnels, simply login to your Funnels admin and select a Funnel, then click "Stats", then "Google Analytics", then paste the tracking code into the input field and click "save".

If you're using the leadPops marketing website platform, feel free to reach out to us for the install.

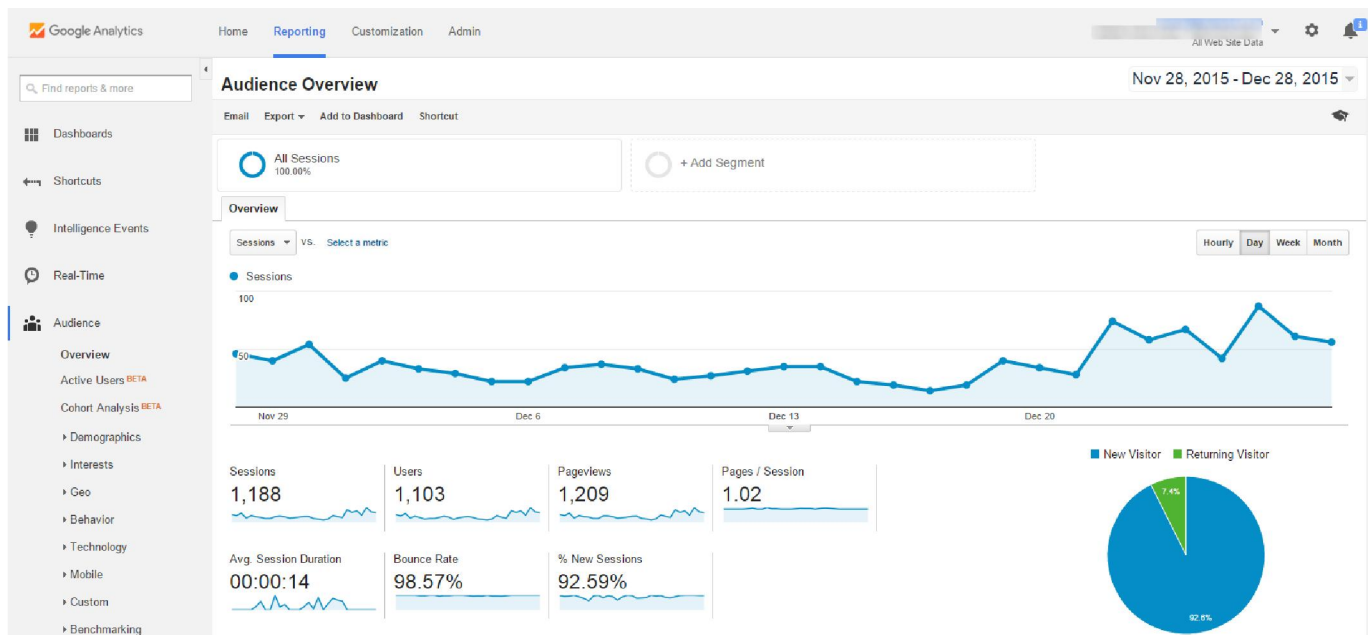


# Google Analytics – What Can I Track?

Now that your site has the Google Analytics code installed, it's time to track that website data! Here's a quick run-down on the basic reporting (with definitions) that Google Analytics can provide:

- Sessions – the amount of visits to your site
- Users – how many different people visited your site
- Pageviews – how many pages each visitor clicked on
- Pages/Session – amount of pages per session (visit)
- Avg. Session Duration – how long your visitors stay on your site
- % New Sessions – percent that are first time visitors

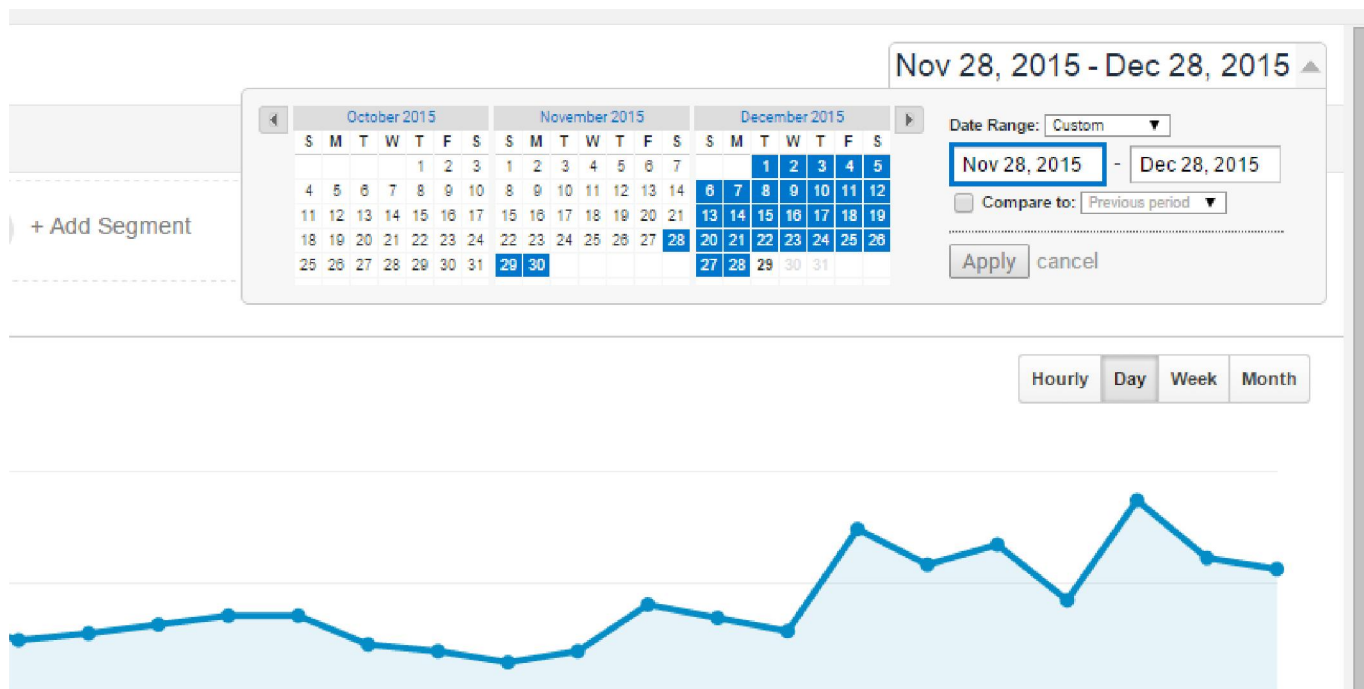
...and many others. Here's a glimpse of the reporting table within Google Analytics. To access this page, navigate to the tab near the top titled "Reporting".



## ***Google Analytics Reporting – Adjusting the Time Range***

Get familiar with the Date Range function as this will allow you to run reports on your website activity for different periods of time. This is helpful when analyzing website visits during different marketing efforts.

To adjust the reporting date range, click on the date tab in the upper right hand corner and select the date ranges you would like to view the data for.



# ***Google Analytics – Advanced Functions & Additional Resources***

Once you're comfortable with Google Analytics tracking and want to take the next step in analyzing your data, you may want to look into setting up Google Goals so you can track conversions on your website and landing pages.

We've put together a list of what we think are some of the best resources to learn more about Google Analytics and what it can do for your business.

- Here's your cheat sheet to get started with Google Goals:  
<https://support.google.com/analytics/answer/1012040?hl=en> Be sure to view the menu bar on the right hand side for examples of google goals and how to create and edit your goals. Again, when in doubt, source the help forum found here: [https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/Google\\_Analytics](https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/Google_Analytics)
- Here's a great write-up about Google Goals and how to get started:  
<https://www.quicksprout.com/2015/08/28/6-advanced-google-analytics-tricks-that-all-site-owners-should-know/>
- The Small Business Guide to Google Analytics:  
<http://www.simplybusiness.co.uk/microsites/google-analytics-guide/>
- How-to exclude Spam Traffic from your Google Analytics data:  
<https://www.optimizesmart.com/geek-guide-removing-referrer-spam-google-analytics/>



# ***Google Analytics – Advanced Functions & Additional Resources***

- Searchenginewatch.com's Guide to Getting Started With Analytics: <http://searchenginewatch.com/sew/how-to/2243996/a-beginners-guide-to-analytics>
- The Kissmetrics Blog: 50 Resources for Getting the Most Out of Google Analytics: <https://blog.kissmetrics.com/50-resources-for-getting-the-most-out-of-google-analytics/>
- 5 Must-Know Google Analytics Strategies to Measure SEO Success: <https://blog.kissmetrics.com/google-analytics-strategies-to-measure-seo/>
- 20 Must-Know Tips & Tricks to Master Google Analytics Data: <http://www.hongkiat.com/blog/google-analytics-data-tips/>

To book a consultation on this topic (or other), go to:

[www.leadPops.com/consult](http://www.leadPops.com/consult)

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

Written by Charles Dean

