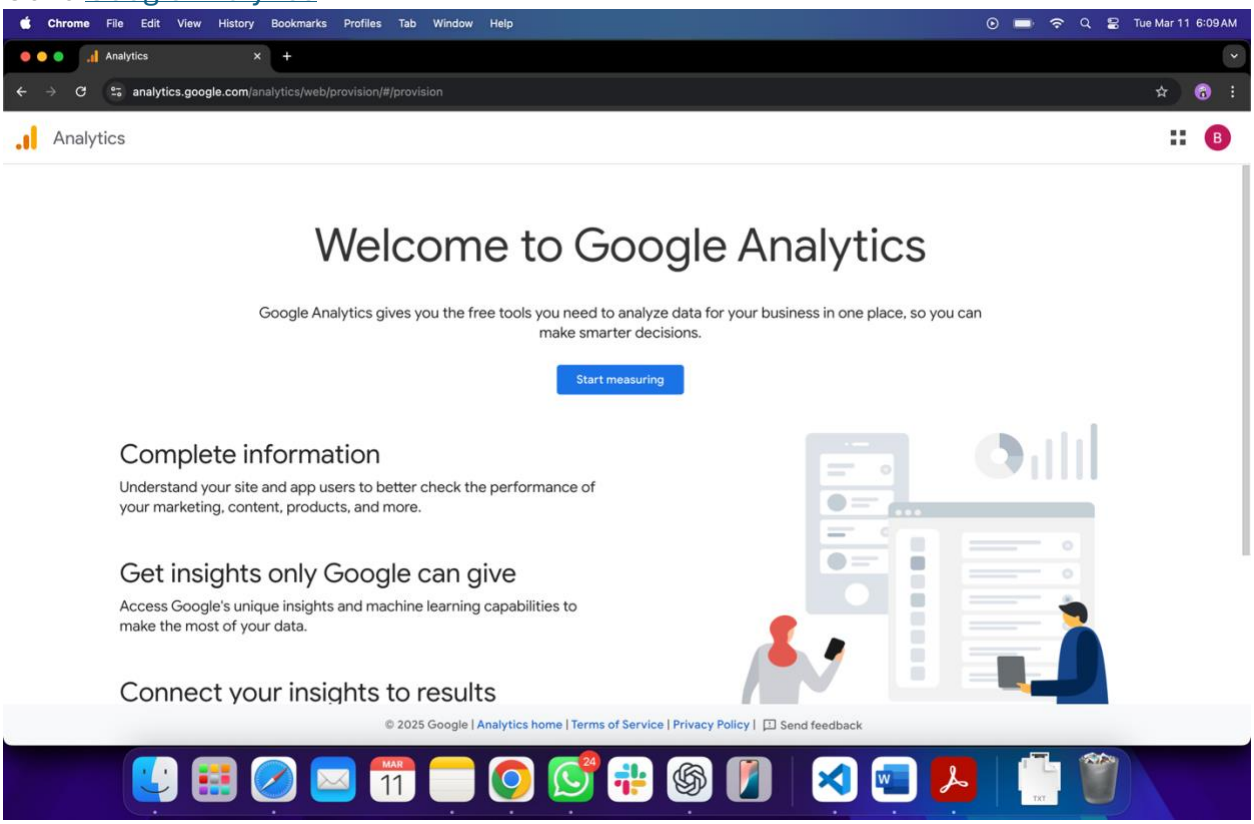
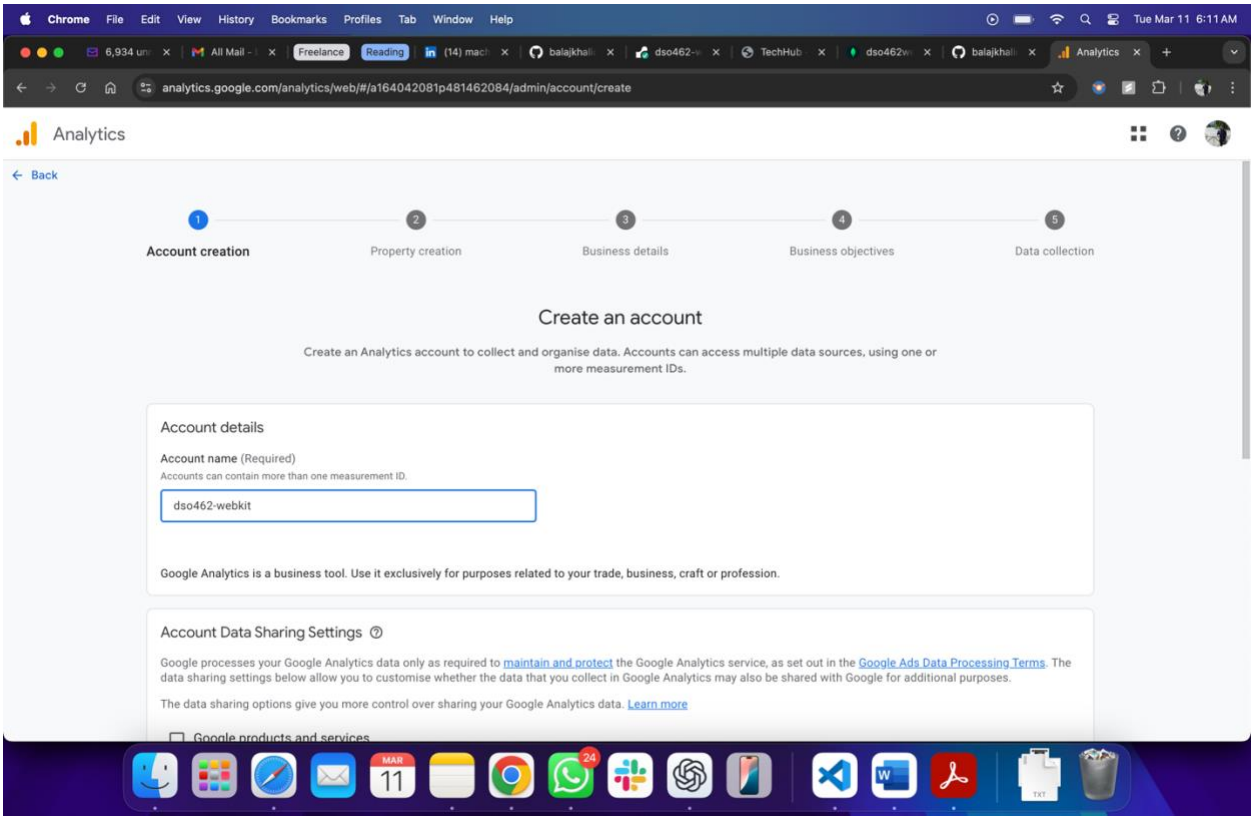
Google Analytics Setup Guide

Step 1: Create a Google Analytics Account

1. Go to Google Analytics.

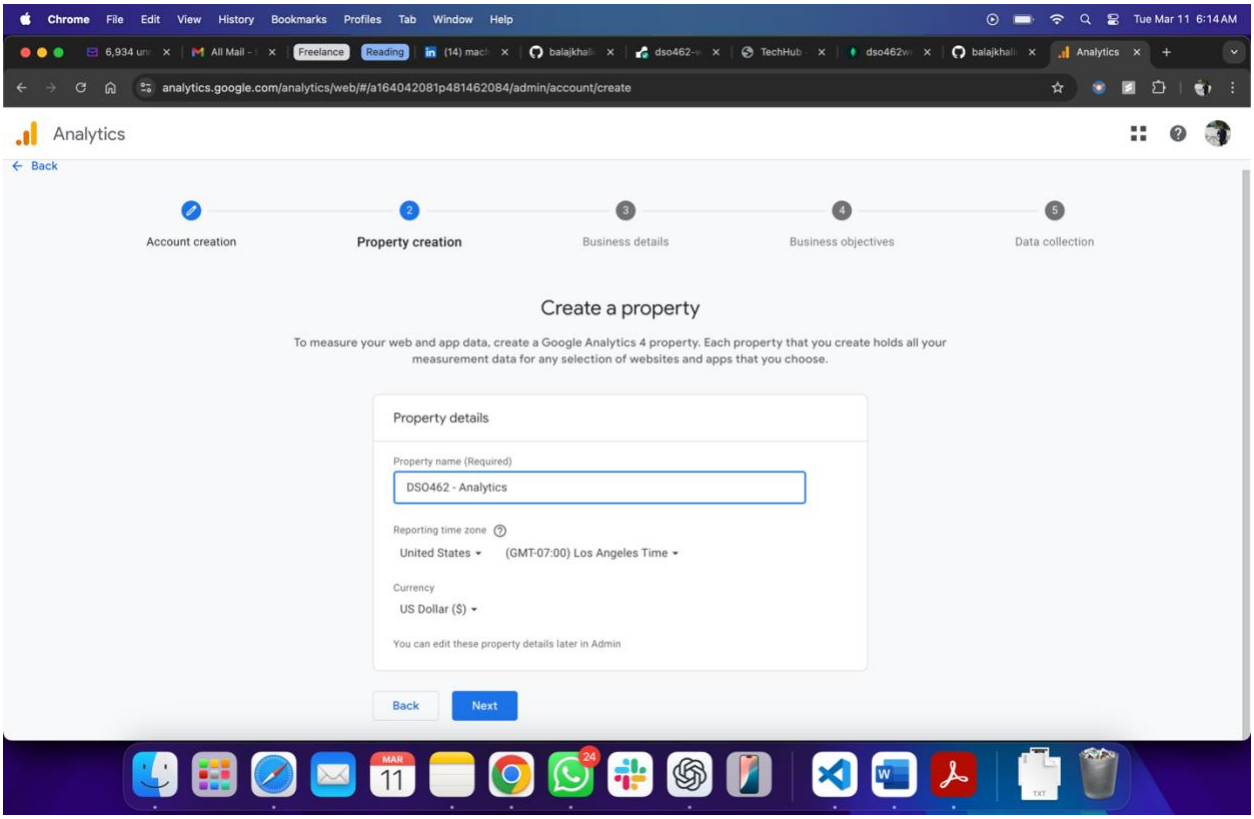


2. Click on Start Measuring to begin the setup.
3. Enter your Brand/Website Name under “Account Name.”



4. Configure Account Settings (recommended options):
    a. Uncheck Google products and services.
    b. Check Modeling contribution and business insights.
    c. Check Technical support.
    d. Check Recommendations for your business.
5. Click Next to proceed to property setup.

Step 2: Set Up a Property



1. Enter a Property Name (e.g., “DSO462 – WebKit”).
2. Select your Reporting Time Zone and Currency based on your location.
3. Click Next and fill in your business details.
4. Click Next and set your business objectives:
    a. Check all four:
    b. Generate leads
    c. Drive sales
    d. Understand web or app traffic
    e. View user engagement and retention
2. These goals provide a well-rounded analytics setup.
5. Click Create and accept the Terms & Conditions.

Step 3: Create a Data Stream

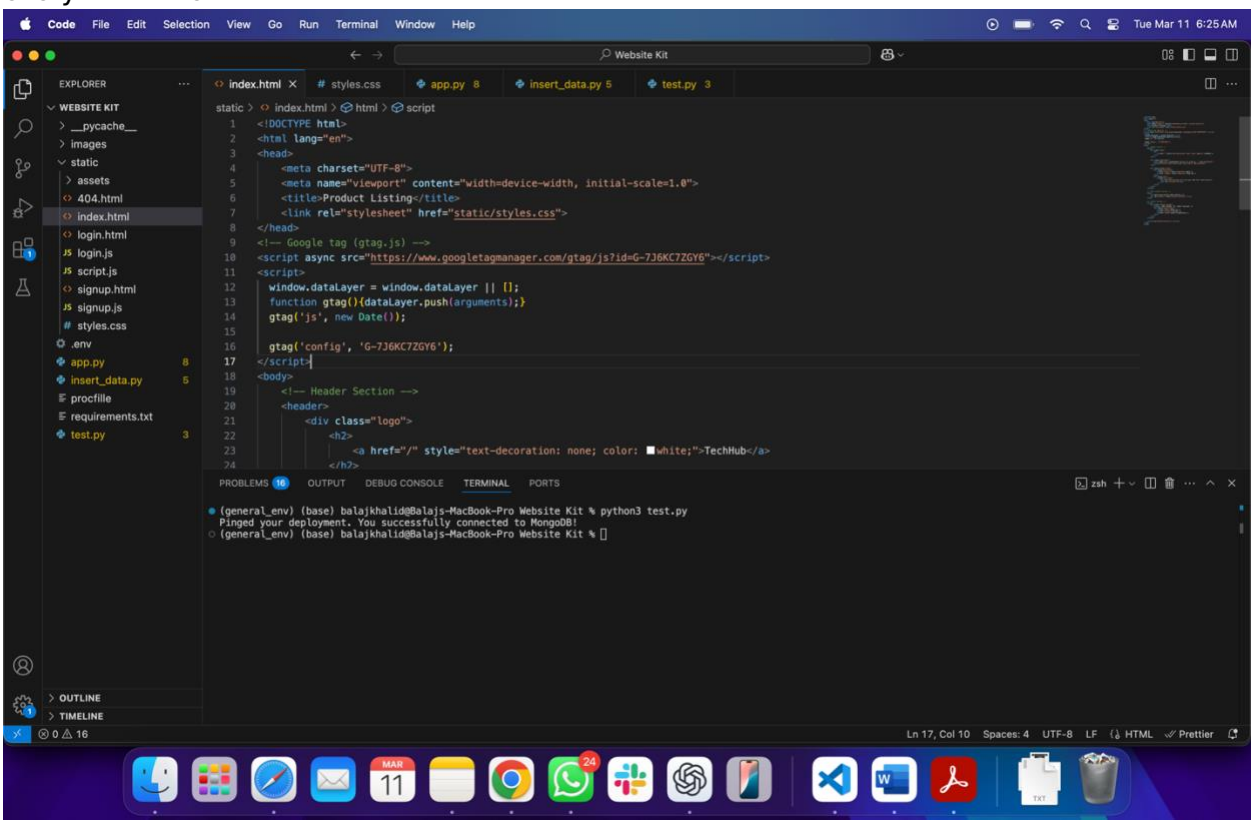
1. Choose your platform:
    - Web (for websites)
    - iOS App
    - Android App
2. Enter your Website URL and assign a Stream Name.
3. Click Create Stream to generate a Measurement ID.

4. Your next steps may vary depending on how your website is hosted.

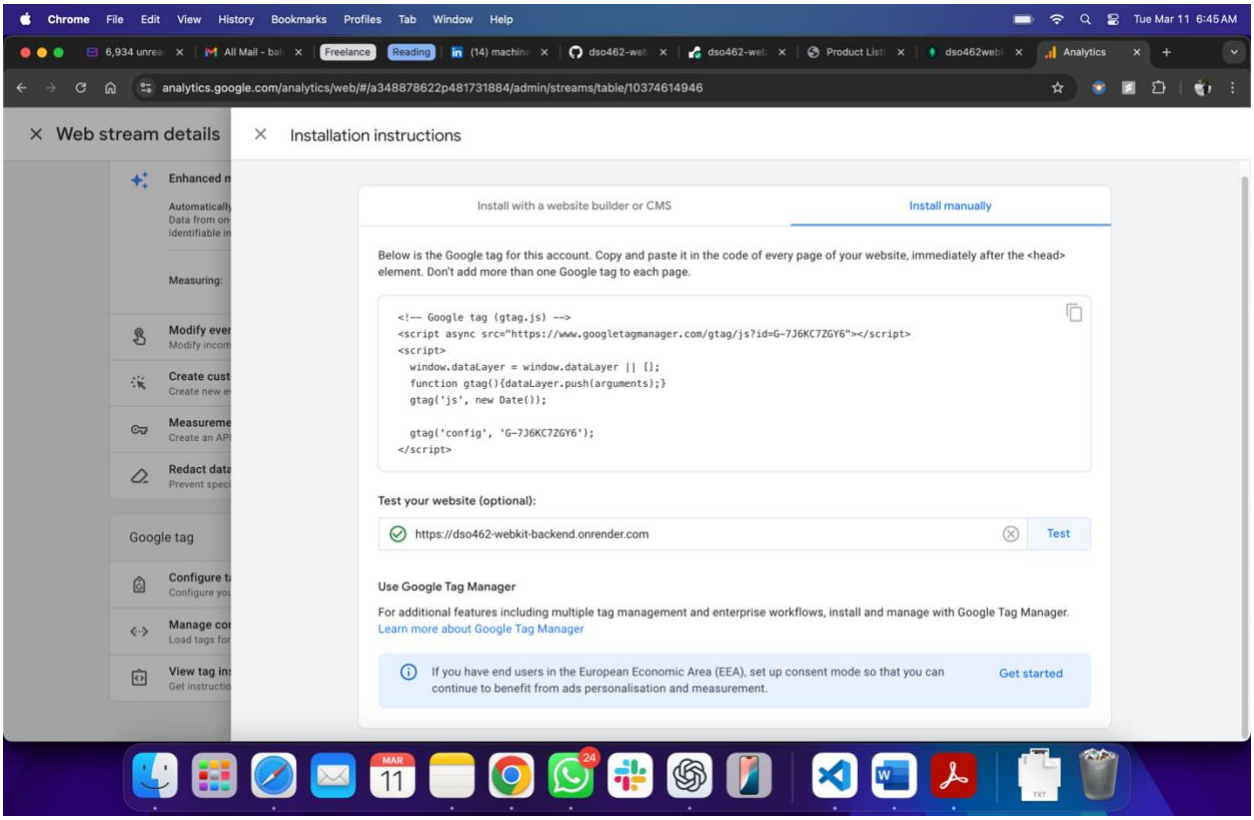
Step 4: Install the Google Analytics Tracking Code

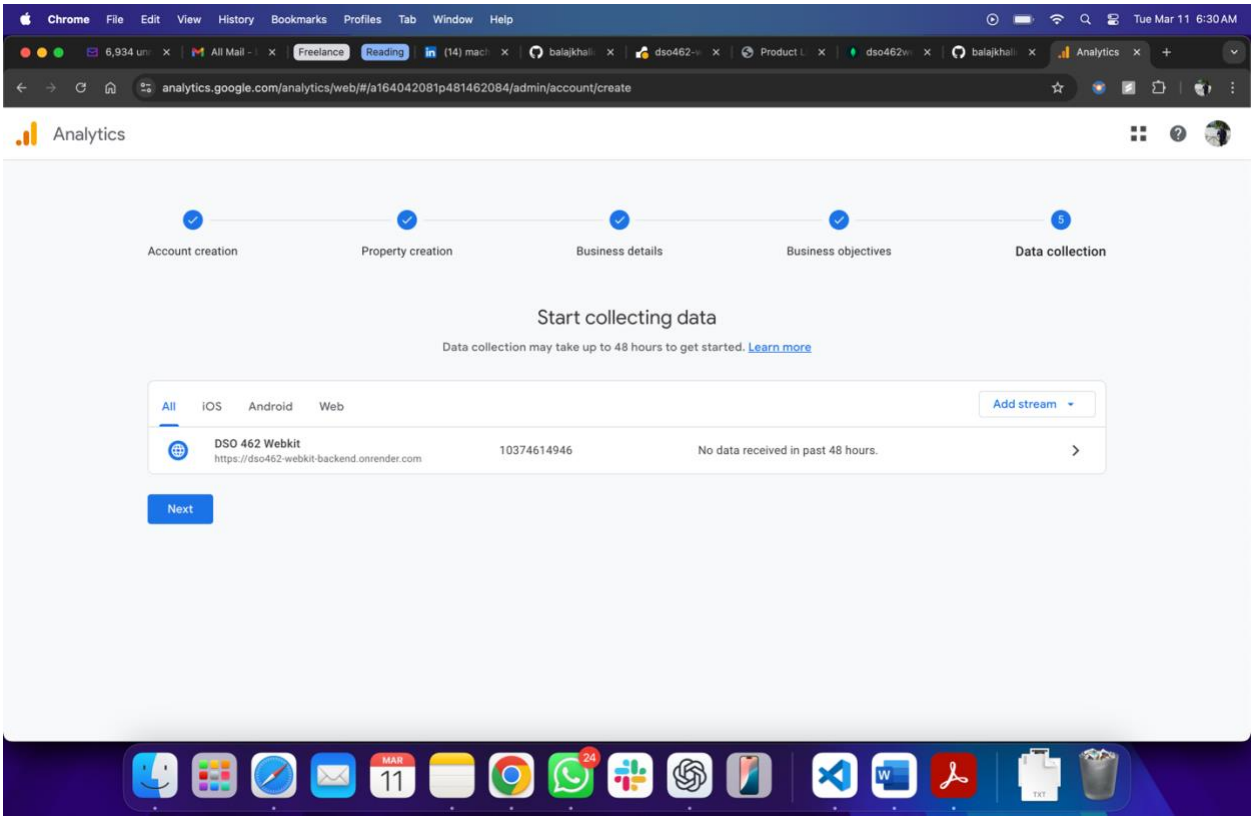
If You Have a Manually Hosted Website:

1. Copy the Global Site Tag (gtag.js) from the Web Stream Details page.
2. Open your HTML pages and add the tracking code inside the <head> section of every .html file:



3. Push the changes to your GitHub page and redeploy your website.
4. Wait a few minutes for the tracking tag to activate.


Chrome File Edit View History Bookmarks Profiles Tab Window Help
Tue Mar 11 6:45 AM
Analytics
analytics.google.com/analytics/web/#/a348878622p481731884/admin/streams/table/10374614946
Web stream details
Installation instructions
Google tag
Install with a website builder or CMS
Install manually
Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-7J6KC7ZGY6"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
gtag('config', 'G-7J6KC7ZGY6');
</script>
Test your website (optional):
https://dso462-webkit-backend.onrender.com
Test
Use Google Tag Manager
For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.
Learn more about Google Tag Manager
If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalisation and measurement.
Get started



Step 5: Verify Tracking

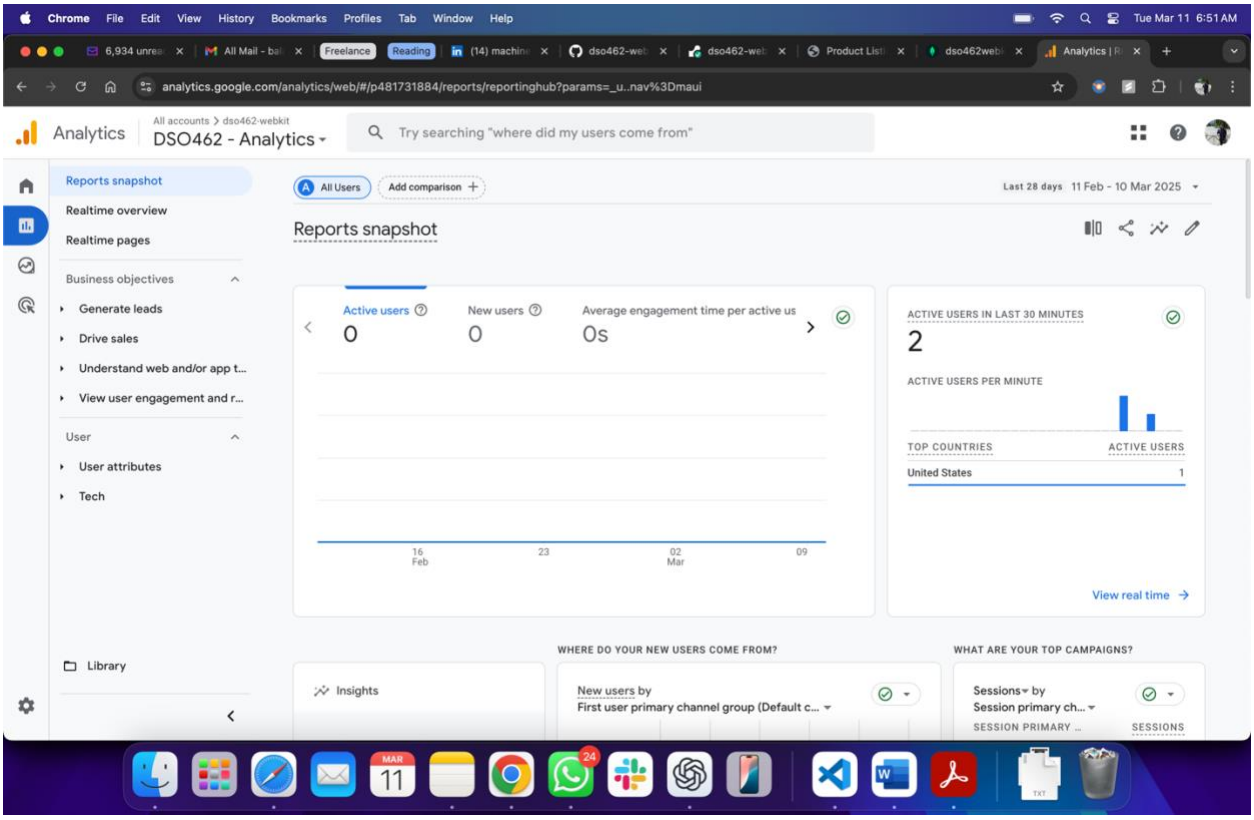
1. Go to Google Analytics > Admin > Data Streams.
2. Open your Web Stream and click View Tag Instructions.
3. Install the Google Tag Assistant Chrome extension to verify the tag is firing correctly.
4. In Google Analytics, navigate to Realtime Report to check if data is coming in.

Step 7: Link Google Analytics to Other Google Services

For better insights, link Analytics with:

- Google Search Console – for SEO performance tracking.
- Google Ads – for ad performance monitoring.
- Google Looker Studio – for advanced reporting and data visualization.

Final Step: Start Analyzing Your Data

1. Use Audience Reports to understand user demographics.
2. Check Acquisition Reports to see where your traffic comes from.
3. Monitor Behavior Reports to analyze user interactions on your site.

4. Set up Conversion Tracking to measure key business goals (e.g., purchases, form submissions).