

# Installing and Setting Up Google Analytics Account

In this Video, we are going to take a look at...

- Setup of Google Analytics account
- Adding Google Analytics tracker to your website

# Google Analytics Account

## Start analyzing your site's traffic in 3 steps

### 1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

### 2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

### 3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

### Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)



## Accounts



### New Account

What would you like to track?

Website

Mobile app

#### Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

#### Setting up your account

**Account Name** required

Accounts are the top-most level of organization and contain one or more tracking IDs.

My New Account Name

#### Setting up your property

**Website Name** required

My New Website

**Website URL** required

http:// Example: http://www.mywebsite.com

**Industry Category** ?

Select One

**Reporting Time Zone**

United States (GMT-07:00) Pacific Time

#### Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is



## Accounts



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#### Account Name required

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### Setting up your property

#### Website Name required

#### Website URL required

#### Industry Category ?

#### Reporting Time Zone

 

### Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics Service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

#### ☒ Google products & services RECOMMENDED

Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*

#### ☒ Benchmarking RECOMMENDED

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you



Improvements are coming soon to the Google Analytics UI. [Learn more.](#)



## Accounts



reporting time zone

United States (GMT-04:00) Eastern Time

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#### ☒ Benchmarking RECOMMENDED

Contribute anonymous data to an aggregate data set to enable features, understand data trends. All identifiable information about your website before it is shared with others.

#### ☒ Technical support RECOMMENDED

Let Google technical support representatives access your Google Analytics service and find solutions to technical issues.

#### ☒ Account specialists RECOMMENDED

Give Google marketing specialists and your Google sales specialists access so they can find ways to improve your configuration and analysis, and share dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You are using 0 out of 100 accounts.

Get Tracking ID

Cancel

### Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

United States

I Accept

I Do Not Accept

Will's Web Analytics Page

All Web Site Data

Administration

Will's Web Analytics Account / Will's Web Analytics Page

PROPERTY

Select a property

Property Settings

User Management

Tracking Info

Tracking Code

Data Collection

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

ANALYTICS EDUCATION

Tracking Info

Find your basic tracking code, and additional data-collection settings.

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Click **Tracking Code** to find the basic code snippet for a website or to download platform SDKs for an app (websites & apps).

Click **Session Settings** to configure the length of a session and of a campaign (websites & apps).

An incorrect session-length setting can have a negative impact on session-based analysis; for example, if your users would normally have more than 30 minutes of inactivity during a session, a shorter timeout would divide single-session data into multiple sessions and provide an inaccurate picture of activity.

Set campaign timeout to correspond to the length of time you want to be able to attribute a session or conversion to one of your campaigns. For example, if you run seasonal campaigns, set this value to 3 Months; if you run weekly campaigns, set this value to 7 Days.

Tracking ID

UA-102356523-1

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){(i['GoogleAnalyticsObject']=r)[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','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-102356523-1', 'auto');
ga('send', 'pageview');
</script>
```

This is the tracking ID for your Google Analytics property. If you are using a 3rd-party web hosting provider like WordPress, GoDaddy, or Wix, you will need to follow their instructions to set up Google Analytics on your website.

OKAY, GOT IT!

Improvements are coming soon to the Google Analytics UI. [Learn more.](#)

Will's Web Analytics Page

All Web Site Data

Administration

Will's Web Analytics Account / Will's Web Analytics Page

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 (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','https://www.google-analytics.com/analytics.js','ga');

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 (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','https://www.google-analytics.com/analytics.js','ga');

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ANALYTICS EDUCATION

Tracking Info

PACKT



# Adding Tracking Script

```
1 <?php
2 /**
3  * The header for our theme
4  *
5  * This is the template that displays all of the <head> section and everything up until <div id="content">
6  *
7  * @link https://developer.wordpress.org/themes/basics/template-files/#template-partials
8  *
9  * @package WordPress
10  * @subpackage Twenty_Seventeen
11  * @since 1.0
12  * @version 1.0
13  */
14
15 ?><!DOCTYPE html>
16 <html <?php language_attributes(); ?> class="no-js no-svg">
17 <head>
18 <meta charset="<?php bloginfo( 'charset' ); ?>">
19 <meta name="viewport" content="width=device-width, initial-scale=1">
20 <link rel="profile" href="http://gmpg.org/xfn/11">
21
22 <?php wp_head(); ?>
23 </head>
24
25 <body <?php body_class(); ?>>
26 <div id="page" class="site">
27     <a class="skip-link screen-reader-text" href="#content"><?php _e( 'Skip to content', 'twentyseventeen' ); ?></a>
28
29     <header id="masthead" class="site-header" role="banner">
30
31         <?php get_template_part( 'template-parts/header/header', 'image' ); ?>
32
33         <?php if ( has_nav_menu( 'top' ) ) : ?>
34             <div class="navigation-top">
```



```
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5  * This is the template that displays all of the <head> section and everything up until <div id="content">
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9  * @package WordPress
10 * @subpackage Twenty_Seventeen
11 * @since 1.0
12 * @version 1.0
13 */
14
15 ?><!DOCTYPE html>
16 <html <?php language_attributes(); ?> class="no-js no-svg">
17 <head>
18 <meta charset="<?php bloginfo( 'charset' ); ?>">
19 <meta name="viewport" content="width=device-width, initial-scale=1">
20 <link rel="profile" href="http://gmpg.org/xfn/11">
21
22     <script>
23     (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
24     (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
25     m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
26     })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
27
28     ga('create', 'UA-102356523-1', 'auto');
29     ga('send', 'pageview');
30
31 </script>
32
33 <?php wp_head(); ?>
34 </head>
35
```



# Summary

- We looked at following topics:
  - What is web analytics and how can it help you
  - Why are Google Analytics and R great choices
  - How do you install R and RStudio
  - How do you set up Google Analytics account and tracking

# Installing Packages and Dashboards

Next Section