Installing and Setting Up Google Analytics Account



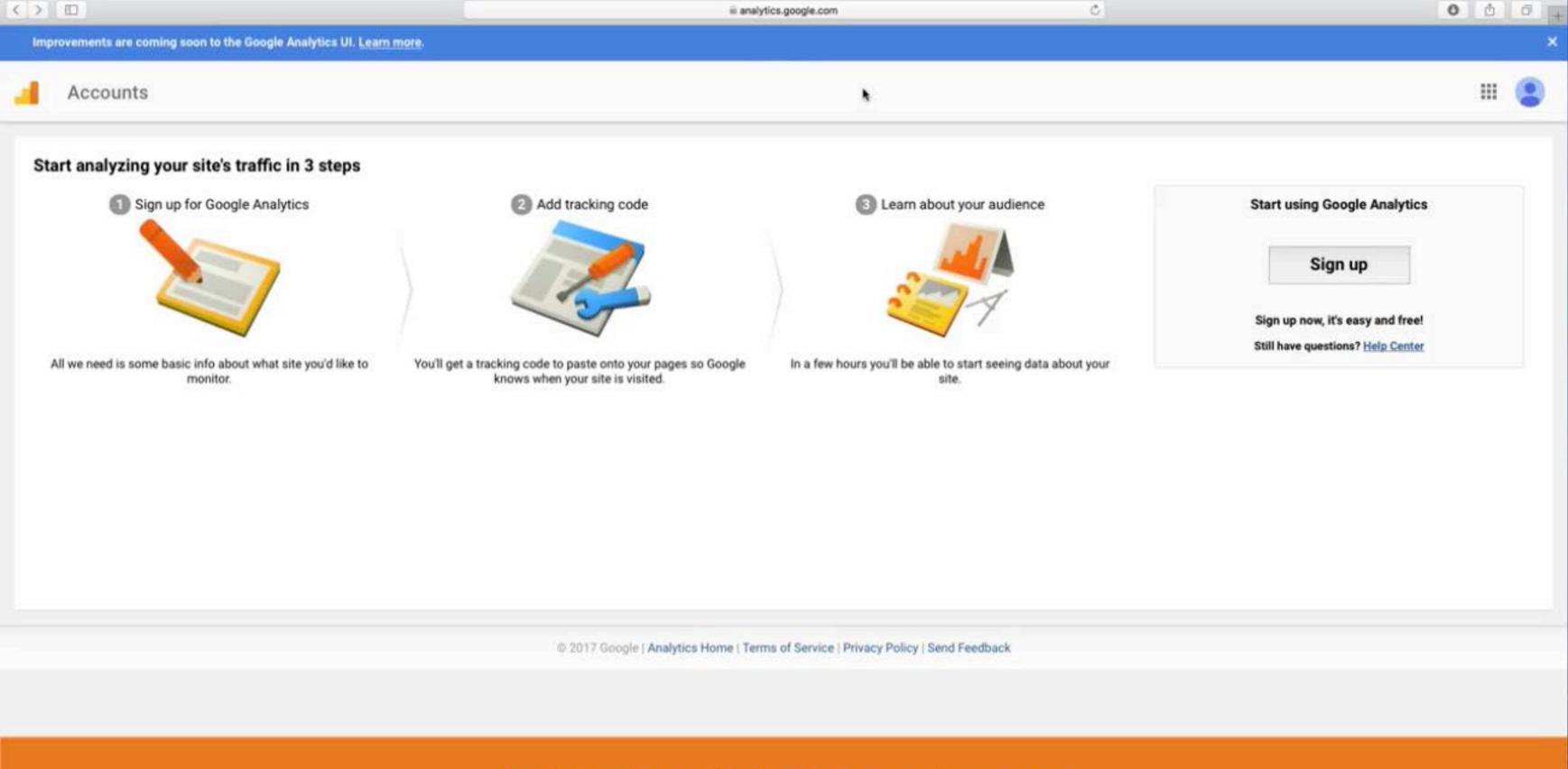
In this Video, we are going to take a look at...

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



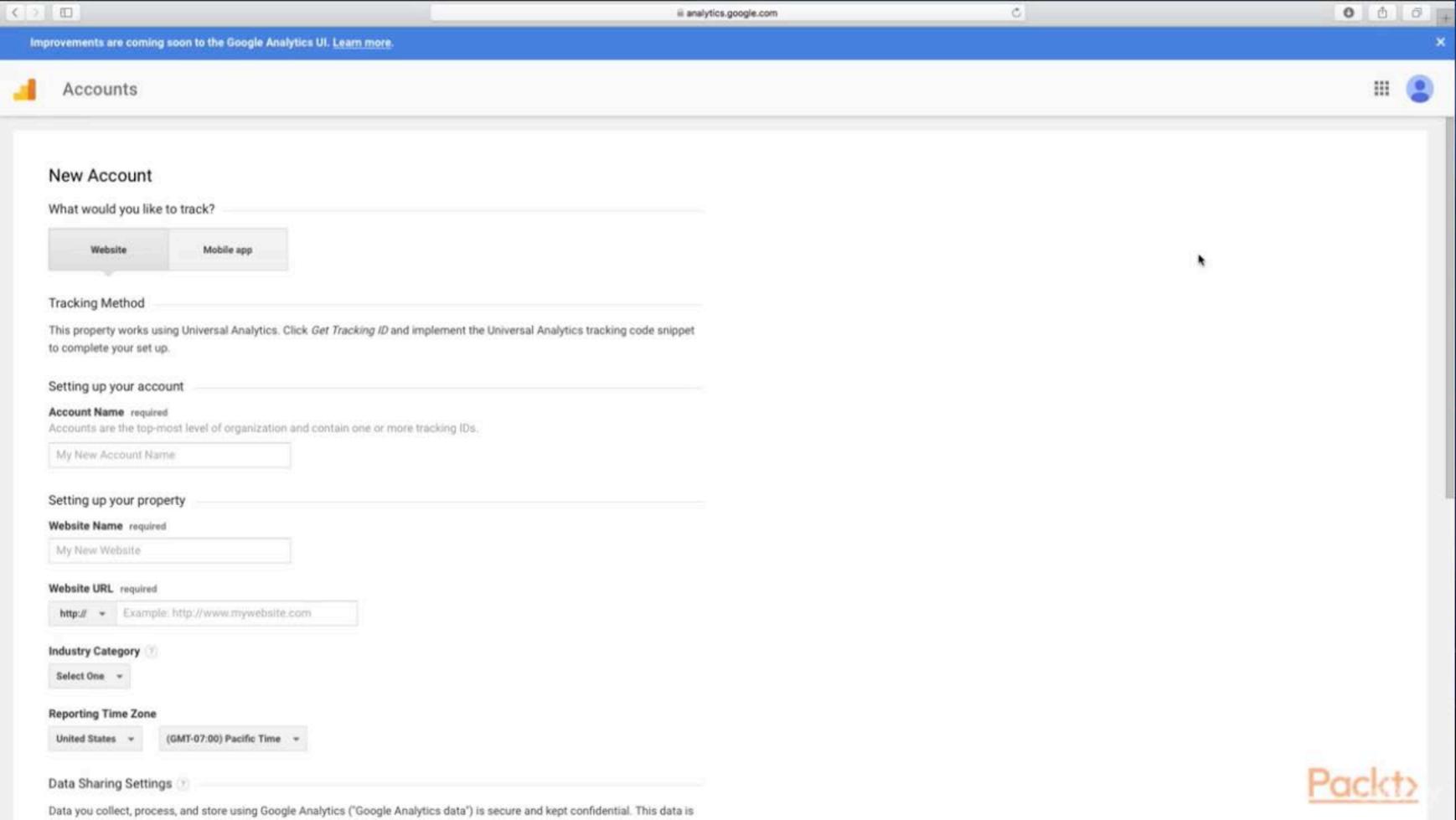
Google Analytics Account

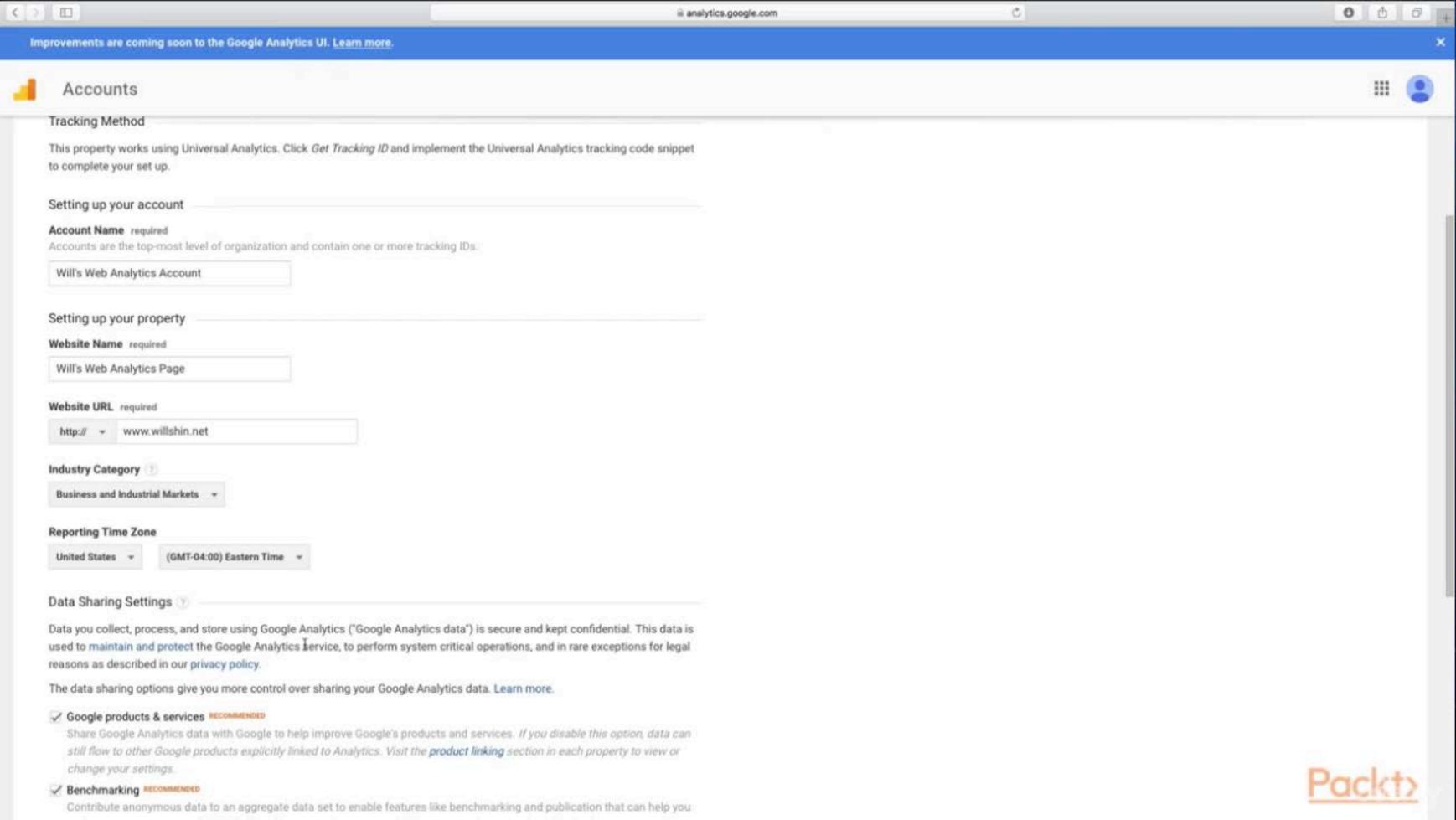


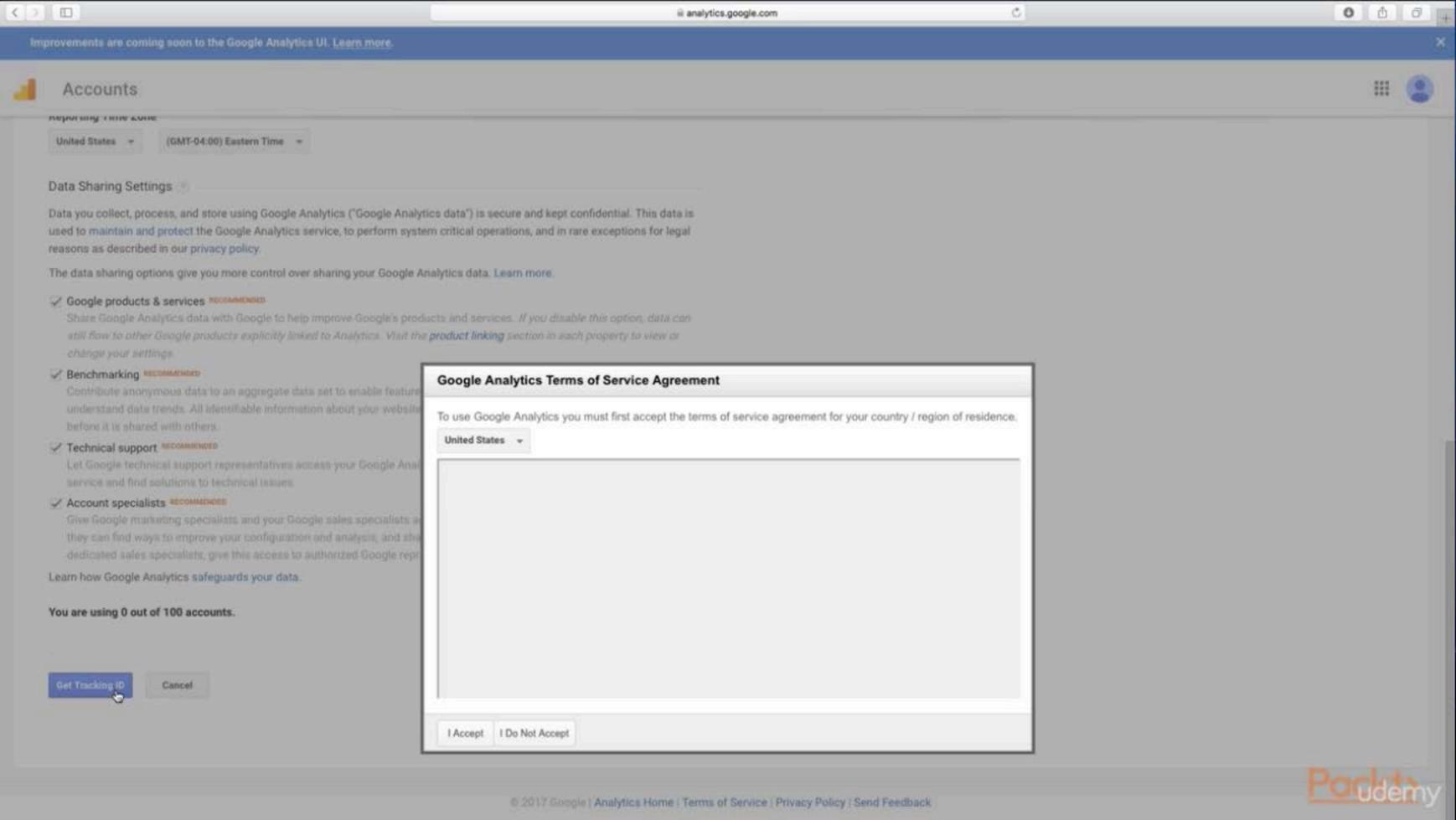


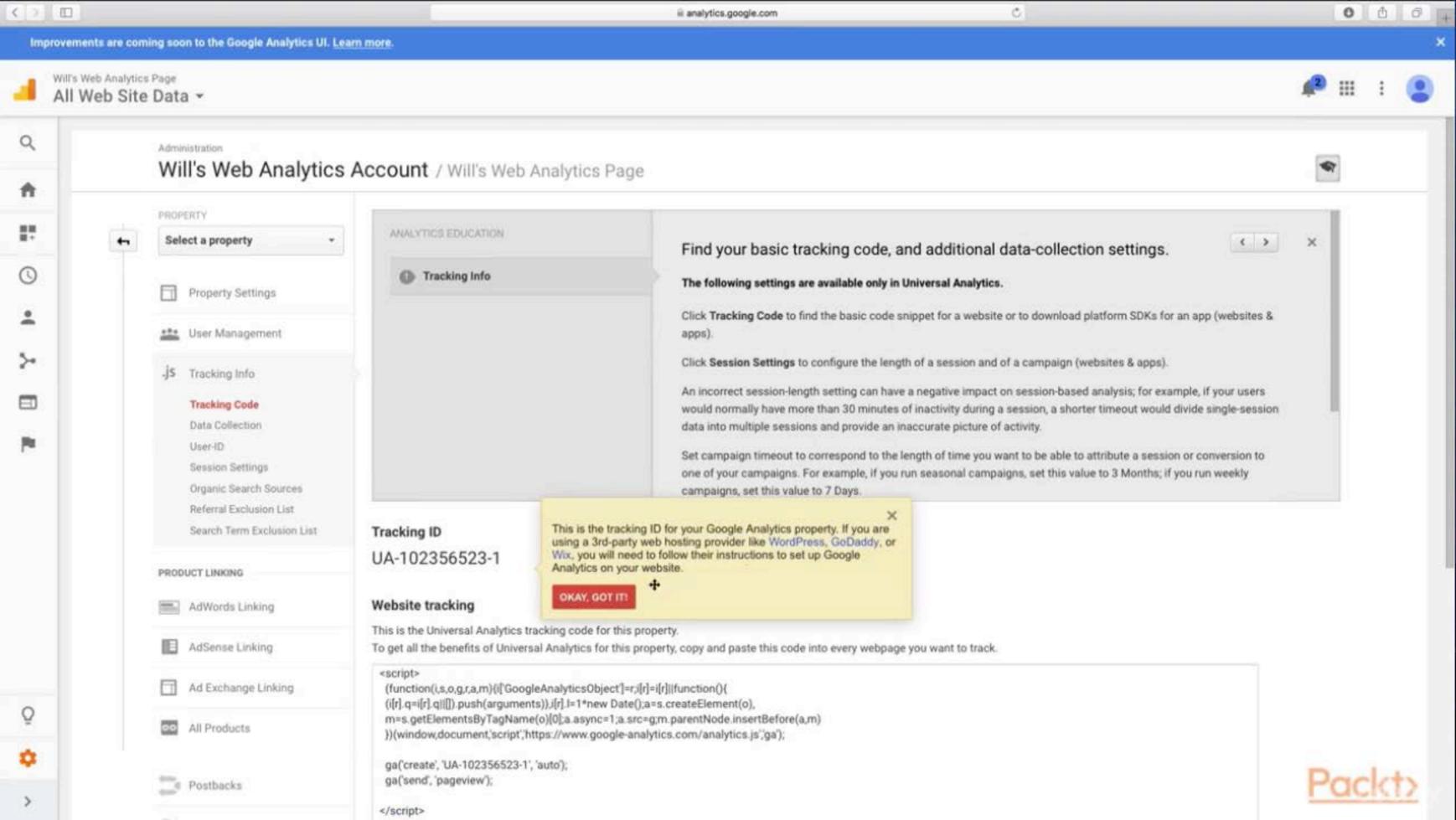
https://analytics.google.com











Adding Tracking Script



```
<?php
                2 7 /**
                     * The header for our theme
                 3
                 4
                     * This is the template that displays all of the <head> section and everything up until <div id="content">
                 5
                 6
                      @link https://developer.wordpress.org/themes/basics/template-files/#template-partials
                 8
                     * @package WordPress
                9
                     * @subpackage Twenty_Seventeen
               10
custom-header.cho
                     * @since 1.0
               11
                     * @version 1.0
               12
template-functions pho
               13
                     */
               14
                    ?><!DOCTYPE html>
                    <html <?php language_attributes(); ?> class="no-js no-svg">
                    <head>
                    <meta charset="<?php bloginfo( 'charset' ); ?>">
                    <meta name="viewport" content="width=device-width, initial-scale=1">
                    <link rel="profile" href="http://gmpg.org/xfn/11">
               20
               21
                    <?php wp_head(); ?>
               23
                    </head>
               24
               25
                    <body <?php body_class(); ?>>
                    <div id="page" class="site">
               26
                        <a class="skip-link screen-reader-text" href="#content"><?php _e( 'Skip to content', 'twentyseventeen'</pre>
               27
                        ); ?></a>
               28
                        <header id="masthead" class="site-header" role="banner">
               29 ₹
               30
               31
                            <?php get_template_part( 'template-parts/header/header', 'image' ); ?>
               32
               33
                            <?php if ( has_nav_menu( 'top' ) ) : ?>
                                 (div class="navigation-ton")
                34 W
             Line 1, Column 1 - 54 Loss
```

404.php

archive php

comments php

front-page.php

functions php.

back-compations

color-patterns pho

customizer pho

template-tags pho

index php

README: DIT

screenshot prig search php

searchform.php:

sidebar.php

single.php style.css

header.php

Packt

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

