



## Getting Started

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[Alexa](#) helps improve your website's SEO and conduct competitive analysis. They help your business get better marketing results. The Alexa Destination is open-source. You can browse the code [on GitHub](#).

## Getting Started

1. From the Segment web app, click **Catalog**.

2. Search for "Alexa" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Fill in your "Account ID" which you can find in the Alexa JavaScript snippet. It appears as `atrk_acct: 'XXXXXXX'`.

4. Fill in your "Domain" which you can find in the Alexa JavaScript snippet. It appears as `domain: 'example.com'`.

Your changes appear in the Segment CDN in about 45 minutes, and then Analytics.js starts asynchronously loading the Alexa JavaScript snippet on your page and sending data.

Alexa starts tracking your website to help optimize your SEO and understand your web traffic. There's nothing further you need to do in Segment!

# Troubleshooting

## Alexa could not find the Certify Code

Alexa's installation detector does not actually execute JavaScript on the page (our Analytics.js JavaScript needs to run to insert their JavaScript). Instead, its detector looks for the snippet/image tag directly and therefore, misses the detection. This should not impact your utilization of Alexa.

## Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Account ID (required)	<code>string</code> . You can find your Account ID in the Javascript snippet, it appears as <code>atrk_acct: 'XXXXXXX'</code> .
Domain (required)	<code>string</code> . You can find your Domain in the Javascript snippet, it appears as <code>domain: 'example.com'</code>

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## Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

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