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How to Install Google Analytics in WordPress for Beginners

Last updated on July 12th, 2023 by [Editorial Staff](#) | Reviewed by: [Syed Balkhi](#)



Do you want to install Google Analytics in WordPress?

Knowing how your audience interacts with your website is crucial for your success. The best way to know your audience is through your traffic stats, and this is what Google Analytics provides for FREE.

In this article, we will share why Google Analytics is important and how you can easily install Google Analytics in WordPress (step by step).



First, we will explain why Google Analytics is important and how it can help you grow your website.

After that, we will show you how to sign up for a Google Analytics account and different methods to install it on your WordPress site.

Finally, we will explain how to view your traffic reports in Google Analytics.

Here is a quick overview of what you'll learn in this article:

- [Why Is Google Analytics Important for Bloggers?](#)
- [How to Sign Up With Google Analytics](#)
- [Method 1: Google Analytics for WordPress by MonsterInsights](#)
- [Method 2: Install Google Analytics in WordPress With WPCode](#)
- [Method 3: Install Google Analytics in WordPress Theme](#)
- [Viewing Reports in Google Analytics](#)
- [Making the Most Out Of Google Analytics](#)

Ready? Let's get started!

Why Is Google Analytics Important for Bloggers?

Once you [start a blog](#), your #1 goal is to [get more traffic](#) and subscribers. Google Analytics helps you make data-driven decisions by showing you the stats that matter. You can see:

Who visits your website?

This part of analytics shows the geographical location of your audience, which browser the user used to visit your site, and other important information such as screen resolution, JavaScript support, Flash support, language, and more.

This data is extremely useful, and it can help in numerous ways. When [creating a custom website design](#), you can use the user data to make sure that your site will be compatible with your audience.

If most of your users don't have Flash support, then you should avoid adding the Flash element to your site. If most of your users are on 1280 screen resolutions, then make sure that your design is compatible with that resolution or smaller.

What do people do when they are on your website?

You can track where the users are going on your website, how long they stay on your website, and the bounce rate (the percentage of users who exit your site on the first visit).

Using this information can **decrease the bounce rate** and increase your pageviews.

You can also find your most popular articles, articles that are not doing so well, and the kind of content your users are looking for.

When do people visit your website?

By looking at the hottest hours in the day for your site, you can pick the **best time to publish your post**. If that time zone is not compatible with yours, then you can **schedule your post** for that hour.

How do people find your website?

This section of the analytics shows you **where the users come from**. For example, do they use search engines, enter direct links, or click on referral links from another site?

It also shows you what percentage of your visitors came from each of these sources. Google Analytics gives you a breakdown of each of these categories. If it is the search engine category, then it shows you which search engine got you the most traffic, like Google, Yahoo, Bing, and so on.

The breakdown of referral sources shows you which sites you need to work with the most. If your top referral source is Facebook, you need exclusive Facebook content to make your audience feel special.

If your top referral source is an external website, then you might want to consider having a partnership with that website (**guest post** exchange or something else).

How do people interact with your content?

Google Analytics shows how your users interact with your site's content. It shows you what percent of the user **clicked on which link** on your site and much more.

You can **run A/B split tests** by creating content experiments in Google Analytics to understand what works best to meet your goals.

By seeing user interactivity, you can work your content around your users. By seeing the answers to the questions above, you can focus on the strategies that work for your site and avoid methods that don't work.

Simply put, eliminate the guesswork and focus on stats that matter, so you can make data-driven decisions.

How to Sign Up With Google Analytics

Google Analytics is available for free, and all you need is a Google or Gmail account to sign up. The signup process is quite simple. Just follow the step-by-step instructions below to create your Google Analytics account.

Step 1: First, you need to visit the [Google Analytics](#) website to sign up. When you are on the website, simply click the 'Get started today' button.

Next, you will be asked to log in with your Google account.

If you already have a Google or Gmail account, then you can use that to sign in. Otherwise, you can go ahead and create a Google account for yourself.

Step 2: Once you have signed in with your Gmail account, you will see a welcome screen like the one below.

This is where you will sign up for Google Analytics with your Gmail account. Go ahead and click the 'Start measuring' button.

After that, you will be asked to provide an account name.

This name will be used internally, so you can use anything, like your business name.

Google Analytics will also show multiple account data-sharing settings.

These settings give you control over sharing your Google Analytics data. You can keep the default settings and move on to the next step.

Step 3: On the next screen, you will need to create a Google Analytics property.

Google introduced a new version of Analytics called **Google Analytics 4** or GA4. It's the latest version that tracks your website and mobile apps in the same account. Plus, you get new features, metrics, and a different interface for your reports.

Go ahead and enter a property name, and select your reporting time zone and currency. Then click the 'Next' button.

On the next screen, you'll need to select an 'Industry category' from the dropdown menu for your website and choose a 'Business size' from the given options.

When you are done, just click the 'Next' button.

Next, you'll need to choose business objectives and select how you intend to use Google Analytics with your business. This will help get personalized reports for your business.

For instance, there are options like generating leads, driving online sales, raising brand awareness, examining user behavior, and more.

You can choose multiple options or all of the given options that meet your needs. We recommend selecting the 'Get baseline reports' option so that you get all the Google Analytics

reports populated in your account.

When you are done, simply click the 'Create' button.

Step 4: Now you will be presented with your Google Analytics Webs stream options.

Since we are setting up Google Analytics for a WordPress site, go ahead and select the 'Web' as the platform.

After that, you'll need to enter your website URL and Stream name.

By default, Google Analytics will have an 'Enhanced measurement' option enabled. This allows you to track pageviews, scrolls, outbound clicks, file downloads, and more in Google Analytics.

Note: If you plan to use the [MonsterInsights](#) plugin, then you should turn off the 'Enhanced measurement' option. Otherwise, the plugin will collect and display double

the amount of data.

Next, you can click the 'Create stream' button.

You can now see your Stream name, URL, ID, and Measurement ID.

It will also show different enhanced measurements that it will record.

At the top, you will also see an alert bar that will show you how to add Google Analytics to your WordPress site.

Go ahead and click the 'View tag instructions' button. You should now see different ways to add the Google Analytics tracking code to your [WordPress website](#).

Next, you can switch to the 'Install manually' tab.

You'll then see the Google Analytics tracking code.

Go ahead and copy this tracking code because you will need to enter it in your WordPress site depending on the method you use below. You can also simply leave this browser tab open and switch back to copy the code when needed.

We suggest leaving the Analytics browser tab open, as you may need to revisit it once you have installed the code on your WordPress site.

Now that you have set up a Google Analytics account, let's take a look at how to install Google Analytics in WordPress.

How to Install Google Analytics in WordPress

There are a few different ways to set up Google Analytics in WordPress. We will show you three methods where the first option is the easiest and the last is the hardest.

You can choose the one that best suits your needs.

Note: You need to use only one of these methods on your website to avoid double tracking of pageviews in your Google Analytics account.

Method 1: Google Analytics for WordPress by MonsterInsights

MonsterInsights is the most popular [Google Analytics plugin for WordPress](#). Over 3 million websites use it, including the likes of Bloomberg, PlayStation, Zillow, WPBeginner, and more.

It is the easiest and by far the best way to add Google Analytics to WordPress (for all users, beginners, and experts alike). MonsterInsights is available as both a paid premium plugin and a [free version](#). In this tutorial, we will be using the MonsterInsights free version.

You can use the [MonsterInsights Pro version](#) if you want more advanced features like [eCommerce tracking](#), ads tracking, [author tracking](#), and so on. The process of setting them up is the same.

Let's get started.

The first thing you need to do is install and activate the MonsterInsights plugin. For more details, see our step-by-step guide on [how to install a WordPress plugin](#).

Upon activation, the plugin will add a new menu item labeled 'Insights' to your WordPress admin menu, and you'll see a welcome screen. Go ahead and click the 'Launch the Wizard' button.

Clicking on it will open the MonsterInsights setup wizard.

First, you will be asked to choose a category for your website (a business website, blog, or online store). Select one and then click on the 'Save and Continue' button.

Next, you need to connect MonsterInsights with your WordPress website.

Simply click on the 'Connect MonsterInsights' button.

This will take you to Google accounts, where you will be asked to sign in or select a Google account if you are already signed in.

Go ahead and choose your Google account or enter your email to sign in.

Next, you will be asked to allow MonsterInsights to access your Google Analytics account.

Click on the 'Allow' button to continue.

The next step to completing the connection is to select the profile you want to track.

You need to select your website here and then click on the 'Complete Connection' button to continue.

After that, simply click on the 'Complete Connection' button to continue. MonsterInsights will now install Google Analytics on your website.

Next, you will be asked to select the recommended settings for your website.

The default settings will work for most websites. If you use an affiliate link plugin, then you need to add the path you use to **cloak affiliate links**. This will allow you to **track your affiliate links** in Google Analytics.

MonsterInsights will also ask who can see the reports. You can choose different **WordPress user roles**.

Once you are done, just click on the 'Save and Continue' button to save your settings.

Next, MonsterInsights will show you a list of website tracking features you would like to enable.

You can scroll down and click on the 'Continue' button or the 'Skip for Now' option.

On the next screen, MonsterInsights will show that you've successfully set up Google Analytics tracking.

You can see that Google Analytics is connected, the tracking code is installed, and data is now being collected.

Next, you can scroll down and see a field to enter your license key.

Go ahead and click the 'Complete Setup without Upgrading' option for now.

You've successfully added Google Analytics to your WordPress website.

Disable Enhanced Measurement in Google Analytics

Now, if you created a Data Stream in GA4 on your own instead of letting MonsterInsights create one, then you'll need to switch off Enhanced Measurement.

That's because MonsterInsights adds multiple custom-enhanced tracking features. Leaving the Enhanced Measurement option enabled will skew your data and show incorrect results.

First, you can head to the Google Analytics tab or window in your browser. From here, click on the 'Admin' settings option in the bottom left corner.

Once you are on the 'Admin' page, you'll see different settings.

Simply click on the 'Data Streams' option.

Next, you'll see your Data Streams.

Simply select the data stream you connected with MonsterInsights.

On the next screen, you will need to disable the 'Enhanced measurement' option.

To do that, simply click the toggle.

Next, a popup window will open, confirming that you'd like to turn off the enhanced measurement.

Go ahead and click the 'Turn off' button.

Change Data Retention Settings in Google Analytics

By default, Google Analytics will set the data retention setting to 2 months. However, you can change this so that you can use your data in custom reports beyond 2 months.

First, you need to head to **Admin » Data Settings » Data Retention** in Google Analytics.

Next, you can click the 'Event data retention' dropdown menu.

From here, simply select the '14 months' option and click the 'Save' button.

Remember, it will take Google Analytics some time before showing your stats.

View Google Analytics Reports Inside WordPress Dashboard

The best thing about MonsterInsights is that you can view your Google Analytics reports inside your WordPress dashboard.

Simply visit the **Insights » Reports** page to check out a quick overview of your analytics data.

You can also add annotations directly to your MonsterInsights reports to record key changes you make to your website.

For example, you can add a note when you publish a new blog post, add a new landing page, and so on. This makes it easy to track how these events impact your traffic.

For more details, see this guide on [how to get GA4 site annotations in WordPress](#).

In addition, it comes with a Popular Posts addon that allows you to [show your top-performing content](#) to boost your traffic and pageviews.

You can use it to automatically add inline popular posts links to boost engagement.

If you are running an **online store**, then it can also automatically add your **top-performing products** at the end of each blog post to boost sales:

Note: MonsterInsights was formerly known as Google Analytics for WordPress by Yoast. WPBeginner's founder, **Syed Balkhi**, acquired the plugin in 2016 and rebranded it to MonsterInsights. Now it is part of our family of **premium WordPress plugins**.

Method 2: Install Google Analytics in WordPress With WPCode

This method is not as good as MonsterInsights because you will not be able to do advanced tracking configuration, and you will not be able to view Google Analytics data in your

WordPress dashboard.

First, you will need to copy your Google Analytics tracking code (Global site tag) that you copied in Step 4 earlier when creating a Google Analytics account.

Next, you need to install and activate the [WPCode](#) plugin. For more details, see our step-by-step guide on [how to install a WordPress plugin](#).

Upon activation, you need to visit the **Code Snippets » Header & Footer** page. Here you must paste the Google Analytics tracking code that you copied earlier into the 'Header' section.

Don't forget to click the 'Save Changes' button to store your settings.

That's all, you have successfully installed Google Analytics on your site.

Method 3: Install Google Analytics in WordPress Theme

This method is for advanced users who are familiar with the code. It is somewhat unreliable because your code will disappear if you switch or update the theme.

We almost never recommend using this method.

If this is your first time adding code to your WordPress files, then you should check out our guide on how to [copy and paste code snippets in WordPress](#).

First, you will need to copy the Google Analytics tracking code that you copied in Step 4 earlier. You can view it in the Web Stream Installation section under the 'Install manually' tab.

Now there are two common ways to add this code to your [WordPress theme](#) files. You can choose either one of them (not both).

1. Add Code in header.php File

Simply edit the header.php file in your WordPress theme and paste the Google Analytics tracking code that you copied earlier right after the `<body>` tag.

Don't forget to save your changes and upload the file back to your server.

2. Add via Functions File

You can also add Google Analytics tracking code to the **WordPress functions file**. It will then automatically add the tracking code to every page on your WordPress site.

You will need to add this code to your theme's **functions.php** file.

```
1 <?php
2 add_action('wp_head', 'wpb_add_googleanalytics');
3
4 function wpb_add_googleanalytics() { ?>
5
6 // Paste your Google Analytics tracking code from Step 4 here
7
8 <?php } ?>
```

Hosted with ❤ by **WPCode**

 **WPCode** 1-click Use in WordPress

Don't forget to replace the 'Paste your Google Analytics tracking code from Step 4 here' section in the above snippet with your Google Analytics code.

Viewing Reports in Google Analytics

Google Analytics is capable of showing you a treasure trove of data collected from your stats. You can view this data by visiting your Google Analytics dashboard.

You will see the built-in Google Analytics reports in the left column. Each section is divided into different tabs, and clicking on a tab will expand it to show more options.

Google Analytics 4 reports are a bit different from previous Universal Analytics reports. In the left column, you'll see a dedicated Reports option. The reports are grouped together under 2 broad categories, including Life Cycle and User.

One of the most noticeable differences you'll find in GA4 reports is that there's no bounce rate metric. Other than that, you'll find a new reporting interface, new metrics like engagement time, no **goals in GA4**, and more.

Here's a breakdown of different reports in Google Analytics 4:

- **Realtime** report is similar to Universal Analytics and shows active users on your site in real time.
- **Acquisition** report shows which medium users use to find your websites, like organic, referral, email, and affiliate.
- **Engagement** report shows conversions and events that take place on your site.
- **Monetization** report shows all your eCommerce data in one place, along with new reports like in-app purchases and publisher ads.
- **Retention** report basically shows new vs. returning visitors and helps you get insights about user retention.
- **Demographics** report helps you see website traffic from top countries, cities, and more. It also shows gender breakdown and interest reports.
- **Tech** report shows which device, browser, operating system, app version, and screen size people use the most to view your website.

Making the Most Out Of Google Analytics

Google Analytics is an incredibly powerful tool with tons of awesome features. Some of them are quite obvious and easy to use, while others require some additional setup.

Here are some of the resources that will help you make the most out of Google Analytics reports.

- [Track user engagement in WordPress with Google Analytics](#)
- [Track WooCommerce customers in Google Analytics](#)
- [Track outbound links in WordPress](#)
- [WordPress conversion tracking made simple – A step-by-step guide](#)

Google Analytics works best with Google Search Console (formerly Google Webmaster Tools). It allows you to see how your website is doing in search results. See our complete [Google Search Console guide](#) to learn how to use it to grow your website.

If you want to improve your [WordPress SEO](#) rankings and get more traffic, then we recommend using the [AIOSEO plugin](#) for WordPress, which is an all-in-one SEO toolkit.

There's also a [free version of AIOSEO](#) that you can use too.

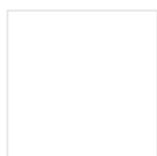
This plugin will help you fully optimize your WordPress site with proper schema markup, sitemaps, and everything you need to improve your SEO rankings.

We hope this article helped you learn how to install Google Analytics in WordPress. You may also want to see our ultimate guide to [increasing your blog traffic](#) and our [comparison of the best email marketing services](#).

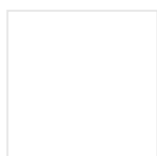
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About the Editorial Staff

Editorial Staff at WPBeginner is a team of WordPress experts led by Syed Balkhi with over 16 years of experience in WordPress, Web Hosting, eCommerce, SEO, and Marketing. Started in 2009, WPBeginner is now the largest free WordPress resource site in the industry and is often referred to as the Wikipedia for WordPress.

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Leave a Reply

Syed Balkhi

Nov 1, 2023 at 2:24 pm

Hey WPBeginner readers,
Did you know you can win exciting prizes by commenting on WPBeginner?

Every month, our top blog commenters will win HUGE rewards, including premium WordPress plugin licenses and cash prizes.

You can get more details about the contest [from here](#).

Start sharing your thoughts below to stand a chance to win!

Uzair

Dec 25, 2023 at 7:50 am

When implementing the analytics snippet through the functions.php file of a theme, there's a risk that these modifications might be lost during theme updates. Using a child theme for such customizations is a smart strategy because changes made in a child theme won't be affected by updates to the parent theme. This way, your analytics snippet or any other custom code remains intact and functional even when the main theme is updated.

Reply ↴

WPBeginner Support

ADMIN

Dec 28, 2023 at 8:41 am

That is an option as well but if you are only using a child theme to add Analytics codes we would recommend using a plugin instead.

Reply ↴

Fajri

Dec 19, 2023 at 7:28 am

Tracking a website is a must. At least you will understand how your content is doing. So you can decide what to be optimized based on the user's behaviour.

Easiest way to do it is by using Google Site Kit plugin. But remember when you want to switch to Monsterinsight, make sure there is no double tracking code, otherwise analytic will not show the correct data.

Reply ↴

THANKGOD JONATHAN

Dec 5, 2023 at 10:16 pm

Thank you for the article.

I was using Blogger for my blogging and it has some inbuild analytics, so I didn't care about using any analytics tools.

But now that I am using WordPress I think this is very important.

Thank you once more for the helpful post.

Reply ↴

WPBeginner Support

ADMIN

Dec 6, 2023 at 10:03 am

You're welcome, glad our guide was helpful!

Reply ↴

Ahmed Omar

Nov 29, 2023 at 3:22 pm

A beginner-friendly guide on installing Google Analytics in WordPress

Your step-by-step instructions, especially the emphasis on creating a Google Analytics account, make tracking website performance accessible.

considering Google Analytics Plugin for WordPress simplifies the setup and provides

additional features.

Thanks for demystifying analytics for beginners

Reply ↴

Moinuddin Waheed

Nov 21, 2023 at 7:39 am

I was struggling to get my website Linked to the Google console and and Google analytics so that I can analyse my traffic on the website and work on the required path to get my website on the right track.

I am glad I found this article and connecting a WordPress site to Google analytics is infact a cakewalk. now with the help of this plugin I can easily setup my analytics dashboard and analyse my traffic sources. I can work on articles and posts best performing and get a know how of the reasons and keywords.

wpbeginner has really made the life of every WordPress newbie a go to source for any problem or question.

Reply ↴

WPBeginner Support

ADMIN

Nov 21, 2023 at 9:50 am

Glad to hear our recommendation was helpful!

Reply ↴

Lewis

Nov 20, 2023 at 3:04 pm

Google Search Console added a slash at the end of my url with the prefix method. Do I add a slash to the Stream URL in Google Analytics, too?

Thanks for the great content!

Reply ↴

WPBeginner Support

ADMIN

Nov 21, 2023 at 9:08 am

It is not required to include the trailing slash to the end of your URL, it is personal preference

Reply ↴

A Owadud Bhuiyan

Nov 7, 2023 at 11:52 pm

The blog is very helpful. Really, easy to read.

Reply ↴

WPBeginner Support

ADMIN

Nov 8, 2023 at 11:00 am

Glad you think so!

Reply ↴

Steven

Jul 6, 2023 at 2:30 pm

Why not create a child theme and add the code to the functions file? Then you're not depending on a plug-in and you can update your theme. (Altering themes is never a good idea, because of updates and loss of changes made)

Reply ↴

WPBeginner Support

ADMIN

Jul 7, 2023 at 10:21 am

MonsterInsights adds markup that is normally more complex than beginner admin users are used to adding which makes tracking on the site easier. If you mean the WPCode plugin, then that plugin allows you to have the code in one place instead of searching your files for the analytics code.

Both of the methods are easier for beginners than creating a child theme. If you're worried about the number of plugins on your site then we would recommend taking a look at our article below!

<https://wpbeginner.com/opinion/how-many-wordpress-plugins-should-you-install-on-your-site/>

Reply ↴

Abid Ahmed

Mar 31, 2023 at 4:10 am

it's very helpful for us thanks

Reply ↴

WPBeginner Support

ADMIN

Mar 31, 2023 at 10:15 am

Glad our guide was helpful!

Reply ↴

Saidsam

Feb 25, 2023 at 11:32 pm

At all times excellent. This guide is really valuable! Thank you all.

Reply ↴

WPBeginner Support

ADMIN

Feb 27, 2023 at 1:35 pm

You're welcome!

Reply ↴

zainab

Feb 17, 2023 at 7:43 am

it isvery useful for my business.

Reply ↴

WPBeginner Support

ADMIN

Feb 17, 2023 at 9:56 am

Glad you found our guide useful!

Reply ↴

lusp

Oct 11, 2022 at 6:49 pm

Hi,

I'm on step 3 and it gives an internal error at the bottom left corner, anyone knows how to solve it?

Reply ↴

WPBeginner Support

ADMIN

Oct 12, 2022 at 10:11 am

If you mean in Google itself then you may want to try disabling any ad blockers you

may be running for the most common reason.

Reply ↴

Iusp

Oct 13, 2022 at 1:50 am

Tried turning off ad blockers and tried it a few times in incognito mode but to no avail, the solution was to change the time zone and location to the US and it fixed the problem.

Reply ↴

Muhammad Atif

Sep 24, 2022 at 10:31 am

Why you haven't mentioned Install Header and Footer snippet Plugin to integrate Google Analytics 4??

Reply ↴

WPBeginner Support

ADMIN

Sep 26, 2022 at 11:15 am

Insert Headers and Footers has been renamed to WPCode but it still has the same features and more

Reply ↴

Steven Baldwin

Sep 17, 2022 at 6:51 pm

What is the property name? for Google analytics.
Thank you

Reply ↴

WPBeginner Support

ADMIN

Sep 19, 2022 at 10:48 am

That is a name you would set in Google Analytics so you can find it later. There is not a specific required name for it

Reply ↴

Arnolfo Santoro

Nov 2, 2021 at 11:21 am

If my WordPress project starts out on a staging site, should I wait to add Google analytics until it is live?

Reply ↴

ANGELI

Jun 26, 2021 at 12:12 am

Does this blog incorporate the new changes to Google Analytics? Do they impact blogs at all? Thanks

Reply ↴

WPBeginner Support

ADMIN

Jun 28, 2021 at 11:10 am

If you mean Google Analytics v4, this article is not updated for that at the moment but we will update it as soon as the integration for it is ready

Reply ↴

Karen

Jun 11, 2021 at 11:28 am

When I tried to follow these directions, I got so far, and then I got an “Authentication Issue” message. It told me I didn’t have a Google Analytics account and needed to set one up. It then directed me to this article, but this article doesn’t tell me what to do if I get the “Authentication Issue” message. It says I need to be sure I have a Google Analytics account. That’s what I was trying to set up when I got their error. Does anyone have any ideas on how I can resolve this?

Reply ↴

WPBeginner Support

ADMIN

Jun 14, 2021 at 10:39 am

You would want to ensure you followed our step for visiting the Google Analytics site and setting up an account on their site. If you have, you may want to check that you are on the correct Google account when trying to connect Google Analytics to your site.

Reply ↴

Jessamae Tilar

Mar 29, 2021 at 2:02 am

This really helped me set up my google analytics. I tried the first one and it’s so easy.

Reply ↴

WPBeginner Support

ADMIN

Mar 29, 2021 at 1:04 pm

Glad our guide was helpful

Reply ↴

Sharon

Mar 24, 2021 at 3:34 am

Does the third option you listed work on the basic or standard version of WordPress?
The Business version of WordPress is required to install any plugins.

Reply ↴

WPBeginner Support

ADMIN

Mar 24, 2021 at 10:37 am

Our tutorials are for WordPress.org sites, you would need to reach out to
WordPress.com for their current restrictions.

Reply ↴

Ricardo

Feb 5, 2021 at 8:30 am

Hii!! I have a question... if you do this by changing the header.php on the theme..

wouldn't it be erased when the theme updates?...

Reply ↴

WPBeginner Support

ADMIN

Feb 5, 2021 at 9:41 am

You are correct unless you create a child theme.

Reply ↴

Urc Ite

Jan 31, 2021 at 5:29 pm

Hey, nice tutorial.

However, after installing the monsterInsights plugin, my website loads a bit slower.

When I run the speed test, it says "reduce render blocking".

Is that normal??

Reply ↴

WPBeginner Support

ADMIN

Feb 1, 2021 at 2:43 pm

More than likely, the tool you are using does not like the Google Analytics tag where it is and due to Google wanting the tag in the header it can very mildly slow a site but not enough to normally be noticeable.

Reply ↴

Holley

Jan 25, 2021 at 12:16 pm

I am a total non-techy newbie just starting out on a blog. I'm so glad I found you! Thank you for providing easy to understand step by step directions.

Before I found out about you, I installed a header/footer plug-in on my site based on someone's recommendation. After watching this tutorial, is there a way to undo what I've done and switch to MonsterInsights plug-in? I like having it on my Dashboard and it seems easier to read (once I know what all that stuff means

Reply ↴

WPBeginner Support

ADMIN

Jan 26, 2021 at 10:09 am

You would remove the code from the Insert Headers and Footers plugin and the code would be removed from your site and you would be able to add using the plugin method at that point

Reply ↴

Jeff

Dec 31, 2020 at 7:27 pm

Google Analytics does not any longer look like what you show. They have changed it.

Reply ↴

WPBeginner Support

ADMIN

Jan 4, 2021 at 10:13 am

Thank you for letting us know about that update, we'll look to update our article when we are able

Reply ↴

gwendolyn

Dec 6, 2020 at 8:39 pm

OMG... THANK YOU SOOOO MUCH. I'm starting a blog with Word Press and I have really struggled to get set up for google analytics until I found you!

You were a Blessing!!!

Thanks for your help

Reply ↴

WPBeginner Support

ADMIN

Dec 7, 2020 at 11:56 am

Glad our guide could help

Reply ↴

William Hails

Nov 30, 2020 at 11:50 am

I don't know what I did wrong but my setup is not complete... it is not connected to my gmail account but only to my website ?

Reply ↴

WPBeginner Support

ADMIN

Dec 1, 2020 at 9:16 am

If you have created your account then you should be able to log in with the google account you signed up with. If you have multiple Gmail accounts you may want to change accounts to see if you set up analytics on a different account.

Reply ↴

faisal

Nov 21, 2020 at 3:03 pm

may time i tried to install google analystics i functions.php in wordpress.

its given errors

.Your PHP code changes were rolled back due to an error on line 67 of file wp-content/themes/Extra/functions.php. Please fix and try saving again.

syntax error, unexpected '<', expecting end of file.

guide me what i do now.whats its solutions.

Reply ↴

WPBeginner Support

ADMIN

Nov 23, 2020 at 1:48 pm

You would want to try removing line 1 from the code in our guide for that specific error.

Reply ↴

Tikyda

Nov 19, 2020 at 11:58 pm

Thanks a lot for sharing on how to install Google Analytics.

Reply ↴

WPBeginner Support

ADMIN

Nov 20, 2020 at 10:18 am

Glad our guide was helpful

Reply ↴

Marsha

Nov 9, 2020 at 9:01 pm

I installed Google Analytics to my blog using Monster Insights via the tutorial above but I can only see analytics using the Monster Insights dashboard on WP, the analytics is not showing up on the Google Analytics website at all.

Reply ↴

WPBeginner Support

ADMIN

Nov 10, 2020 at 10:59 am

You would want to make sure if you have multiple properties that you're checking the correct one and you have given 48 hours for Google Analytics to populate the data.

Reply ↴

Elena

Nov 3, 2020 at 11:28 am

I keep getting this message:

“The selected account doesn’t have any Google Analytics Web properties.

Please select another Google Account and make sure your Google Analytics property is set as “Web” not “Apps and web” or “Apps”.

You can find more details about setting up your Google Analytics property in this article.

Try picking a different app/profile to auth into”

I’ve linked my account to Web only, but I don’t know if it’s an issue with how I worded the property? Please help! Thank you!

Reply ↴

WPBeginner Support

ADMIN

Nov 4, 2020 at 10:14 am

If you have multiple properties, ensure you are connecting to the correct one, you can also reach out to MonsterInsight’s support for assistance with that error if everything is set correctly.

Reply ↴

Lourdes

Oct 31, 2020 at 5:41 pm

Super Helpful!!!! thanks!!

Reply ↴

WPBeginner Support

ADMIN

Nov 2, 2020 at 10:15 am

You're welcome

Reply ↴

Claire

Oct 30, 2020 at 10:43 am

Can you set up Google Analytics for multiple websites with the same Google account?
And how?

Reply ↴

WPBeginner Support

ADMIN

Nov 2, 2020 at 9:46 am

In your Google Analytics Admin section, there is the option to add a new account
that would be your new site.

Reply ↴

David Pasquaone

Oct 7, 2020 at 4:00 pm

Thanks! Exactly what I needed. 🙌

Reply ↴

WPBeginner Support

ADMIN

Oct 8, 2020 at 9:06 am

You're welcome, glad our guide was helpful

Reply ↴

putri

Sep 29, 2020 at 10:29 pm

Thank you for the post! Your content helps me a lot in setting Google Analytics up!

Reply ↴

WPBeginner Support

ADMIN

Sep 30, 2020 at 10:22 am

You're welcome, glad our guide was helpful

Reply ↴

Charlotte van Noord

Sep 26, 2020 at 3:18 am

after following the instructions I got this error showing up:
syntax error, unexpected '<', expecting end of file

Reply ↴

WPBeginner Support

ADMIN

Sep 28, 2020 at 10:23 am

It would depend on how you are attempting to add the code, you may want to try some of the other recommended methods in the article for the moment.

Reply ↴

Kiran

Sep 25, 2020 at 11:30 am

Very helpful for the beginner

Reply ↴

WPBeginner Support

ADMIN

Sep 28, 2020 at 9:57 am

Glad you found our guide helpful

Reply ↴

mahmoud

Sep 20, 2020 at 6:08 pm

Thanks.
Great information

Reply ↴

WPBeginner Support

ADMIN

Sep 21, 2020 at 1:23 pm

You're welcome, glad our guide was helpful

Reply ↴

Thomas

Sep 16, 2020 at 2:14 pm

Thank you for making this well thoughtout content. For FREE!

Reply ↴

WPBeginner Support

ADMIN

Sep 16, 2020 at 3:01 pm

You're welcome, glad you've found our content helpful

Reply ↴

shine htet linn

Sep 16, 2020 at 11:13 am

Dear Team,

I tried to connect Google analytics code to the wordpress using insert Header and Footer plugin. But when i verify it said “verification unsuccessful”. Please help me to solve it.

Reply ↴

WPBeginner Support

ADMIN

Sep 17, 2020 at 10:28 am

You would want to start by clearing the caching on your site for the most common solution to this issue.

Reply ↴

Srai

Sep 15, 2020 at 6:35 am

Excellent instructions. Thanks a bunch!

Reply ↴

WPBeginner Support

ADMIN

Sep 16, 2020 at 1:13 pm

You're welcome, glad our guide was helpful

Reply ↴

Stephanie

Aug 20, 2020 at 9:54 am

Amazing! I love how you walked through each step, was so much easier to understand, all three methods when watching you calming and in real time go through it as a newbie.

Bookmarking and Subscribing

Reply ↴

WPBeginner Support

ADMIN

Aug 20, 2020 at 10:31 am

Glad our guide was helpful

Reply ↴

David ayeni

Aug 18, 2020 at 12:57 pm

thanks alot, this was really helpful, fixed it in minutes, How to i add adsense to my website after that, is there any article on that

Reply ↴**WPBeginner Support**

ADMIN

Aug 19, 2020 at 10:57 am

For adding Adsense you would want to take a look at our article below:

<https://www.wpbeginner.com/beginners-guide/how-to-add-google-adsense-to-your-wordpress-site/>

Reply ↴**Chisom**

Aug 16, 2020 at 1:48 pm

Hello, Thanks for this helpful article, but i have a question,
If i use the Monster insight or the “Insert header and footer plugin”, if i create a new page after setting the analytics up, will it be automatically added to the new page or i will have to set it up again.

Reply ↴**WPBeginner Support**

ADMIN

Aug 18, 2020 at 10:18 am

Using either of those methods would automatically add the code to your new posts and pages

Reply ↴

Ian Warner

Aug 16, 2020 at 7:50 am

Thanks for this helpful information. I want to install Google Analytics without Google Tag Manager. Where do I find the code for this please?

Reply ↴

WPBeginner Support

ADMIN

Aug 17, 2020 at 3:48 pm

You would not add Google Tag Manager if you do not want to use it on your site.

Reply ↴

Dileepa K

Aug 11, 2020 at 1:51 am

Thanks for this detail explanation. Very helpful

Reply ↴

WPBeginner Support

ADMIN

Aug 11, 2020 at 11:00 am

You're welcome

Reply ↴

Gabbi

Aug 6, 2020 at 4:01 pm

OMG so helpful and easy! Follow all the steps now I am set up! Thanks a bunch

Reply ↴

WPBeginner Support

ADMIN

Aug 7, 2020 at 9:58 am

You're welcome

Reply ↴

Brian

Aug 4, 2020 at 4:29 am

Very helpful. The steps to take were clear and understood.

Reply ↴

WPBeginner Support

ADMIN

Aug 4, 2020 at 11:15 am

Glad you found our article helpful

Reply ↴

Helen C

Jul 27, 2020 at 9:09 pm

Thanks, I dont know alot about any of this but I installed google analytics with no problem by following your tutorial.

Now on to something else!

Reply ↴

WPBeginner Support

ADMIN

Jul 29, 2020 at 10:05 am

Glad our guide was able to help

Reply ↴

Eli

Jul 24, 2020 at 2:22 pm

Super helpful; thanks brother.

Reply ↴

WPBeginner Support

ADMIN

Jul 27, 2020 at 11:34 am

You're welcome

Reply ↴

Johnny Come Lately

Jul 21, 2020 at 6:31 pm

Thank you! Very useful video. I used the Headers and Footers Plugin as I prefer to have google analytics app on my phone and I can view all websites from that.

Reply ↴

taekookyizhan

Jul 20, 2020 at 4:19 am

this article was super helpful and contained everything I wanted to know. thank you

Reply ↴

WPBeginner Support

ADMIN

Jul 23, 2020 at 9:28 am

You're welcome

Reply ↴

- «
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- 9
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