

# Google Analytics

Here's how to install and configure Google Analytics.

## 1. Select Universal Analytics (analytics.js) during signup

Google Analytics

What would you like to track?

Web Site   App

Track web sites whose HTML you control   Track interactions within Android and iOS apps

Select a tracking method

Universal Analytics **BETA**   Classic Analytics

Features	Universal Analytics	Classic Analytics
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (AdSense, Content Experiments, DFA, Remarketing)	Coming soon	✓

Setting up your web property

Website Name: Bitstarter

## 2. Make note of your Tracking ID

Google Analytics

Bitstarter - http://bitstarter.net

Reporting   Customization

New Analytics Administration

Welcome to the new Analytics Administration page. We've given administration a new look, and everything you need is available from this page.

Administration > Property Settings

Bitstarter Analytics / Bitstarter

PROPERTY: Bitstarter

Property Settings

Tracking Info

Remarkingeting

Custom Definitions

Social Settings

Basic Settings

Tracking ID: UA-42843113-1

Property name: Bitstarter

Default URL: http://bitstarter.net

Default Profile: All Web Site Data

Industry Category: Internet and Telecom

Advanced Settings

## 3. Click "Tracking Info" and "Tracking Code". Copy the analytics.js snippet and paste into your bit starter's index.html right before the </body> closing tag.

Google Analytics

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Property Settings

Tracking Info

Tracking Code

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Remarkingeting

Custom Definitions

Social Settings

Tracking ID: UA-42843113-1

Status: Tracking Not Installed

The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, only your web administrator must add the code to each page of your website.

Learn more

Website tracking

This tracking code can be used on amazonaws.com or any amazonaws.com sub-domain (www.amazonaws.com, blog.amazonaws.com, etc.). To track visitors across other domains you own (us-west-2.compute.amazonaws.com and us-west-2.compute.amazonaws.com, etc.), please refer to the cross-domain tracking guide.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>(function(i,s,o,g,r,a,m){(GoogleAnalyticsObject){r=i||r||function(){(function(t){if(t.q){t.q.push(arguments)}}t=new Date().a=s.createElement(o),m=a.createElementByTagName(o)[0].a.async=1;a.src=g;m.parentNode.insertBefore(a,m)}})(window,document,"script","www.google-analytics.com/analytics.js","ga");ga('create','UA-42843113-1','amazonaws.com');ga('send','pageview');</script>
```

## 4. Note the instructions on this page. The new Universal Analytics (analytics.js) and Classic Analytics (ga.js) can coexist on the same page.

Google Developers

Google Analytics

Introduction to Analytics.js

The analytics.js JavaScript snippet is a new way to measure how users interact with your website. It is similar to the previous tracking code, ga.js, but offers more flexibility for developers to customize their implementations.

The analytics.js snippet is part of Universal Analytics, which is currently in public beta. New users should use analytics.js. Existing ga.js users should create a new web property for analytics.js and dual tag their site. It is perfectly safe to include both ga.js and analytics.js snippets on the same page.

Tracking Code Quick Start

To begin tracking a website using analytics.js, paste the following JavaScript snippet into your website template page so that it appears before the closing </head> tag. The UA-XXXX-X parameter must be replaced with the Web Property ID for the Google Web Property you wish to track.

```
<!-- Google Analytics --><script>(function(i,s,o,g,r,a,m){(GoogleAnalyticsObject){r=i||r||function(){(function(t){if(t.q){t.q.push(arguments)}}t=new Date().a=s.createElement(o),m=a.createElementByTagName(o)[0].a.async=1;a.src=g;m.parentNode.insertBefore(a,m)}})(window,document,"script","www.google-analytics.com/analytics.js","ga");ga('create','UA-XXXX-X','');ga('send','pageview');</script><!-- End Google Analytics -->
```

When the code runs, it asynchronously loads the Google Analytics Tracking Code onto the page. It then creates a tracker object for the web property you specified in the UA-XXXX-X parameter. Finally, it records a pageview in Google Analytics for the page that the script was run.

## 5. Go to http://developers.google.com/analytics/devguides/collection/gajs/asyncTracking to get the ga.js snippet. Then paste this into your index.html before the </head> closing tag.

Google Analytics

Tracking Site Activity

The latest version of the Analytics tracking code offers an improved way to track website visitors with Google Analytics. It takes advantage of browser support for asynchronous JavaScript to enhance the speed in which the tracking code is loaded. With the latest version of the tracking code, you can also place the Analytics snippet higher in the page without delaying subsequent content from rendering.

Although asynchronous tracking uses a different Analytics snippet and a different syntax for tracking calls than the traditional snippet, it supports the exact same tracking customizations as the traditional snippet. In fact, the asynchronous tracking syntax is also more flexible than the traditional snippet. For more details, see the [Usage Guide](#).

Use the Tracking Snippet to Track Your Website

The Analytics snippet is a small piece of JavaScript code that you paste into your pages. It activates Google Analytics tracking by inserting ga.js into the page. To use this on your pages, copy the code snippet below, replacing ua-xxxx-x with your web property ID. Paste this snippet into your website template page so that it appears before the closing </head> tag.

Using the asynchronous syntax. For step-by-step instructions on setting up tracking, see the [Help Center article](#) on [getting up tracking](#).

```
<script type="text/javascript">var _ga_q = _ga || [];_ga.push(['_trackPageview']);(function() {var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);})();</script>
```

## 6. Now deploy your site to a production URL with the analytics code in it (after testing it on dev and staging as usual). View source to confirm that both ga.js and analytics.js are present, as shown.

Bitstarter - http://bitstarter.net

All Web Site Data

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Bitstarter Analytics / Bitstarter

PROPERTY: Bitstarter

Property Settings

Tracking Info

Tracking Code

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Remarkingeting

Custom Definitions

Social Settings

Tracking ID: UA-42843113-1

Status: Tracking Installed

Website tracking

This tracking code can be used on bitstarter.net or any bitstarter.net sub-domain (www.bitstarter.net). To track visitors across other domains you own (bitstarter.uk and bitstarter.cn, etc.), please refer to the cross-domain tracking guide.

This is your tracking code. Copy and paste it into the code of every page.

```
<script>(function(i,s,o,g,r,a,m){(GoogleAnalyticsObject){r=i||r||function(){(function(t){if(t.q){t.q.push(arguments)}}t=new Date().a=s.createElement(o),m=a.createElementByTagName(o)[0].a.async=1;a.src=g;m.parentNode.insertBefore(a,m)}})(window,document,"script","www.google-analytics.com/analytics.js","ga");ga('create','UA-42843113-1','bitstarter.net');ga('send','pageview');</script>
```

## 7. After you refresh the production URL a few times with the ga.js code included as well, you should come back to the Analytics dashboard and see the magic words "Tracking Installed".

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```

## 8. It will take up to 24 hours for your analytics to show up in the dashboard.

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```