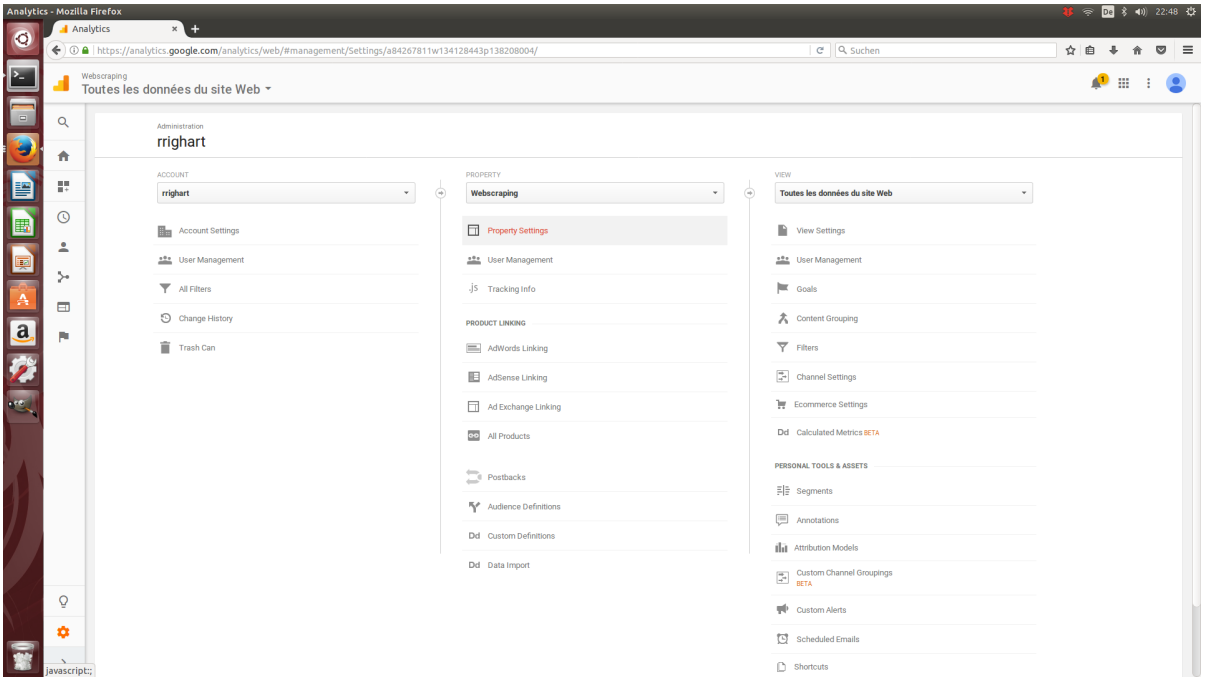
3. Add a website to your Google Analytics account

You need to first subscribe to Google Analytics and add your website[2]:

- Select **Admin**
- In the dropdown menu **Property**, select **Create new property**. You need to give the name of your website. The URL has the following format for GitHub sites: https://yourname.github.io/projectname/ (in my case, it is for example https://rrighart.github.io/Webscraping/).
- Do not forget to set the reporting timezone right. This is very important if you want to research the time of the day that your customers come visit your website.
- After confirming the other steps, you'll receive a Universal Analytics (UA) tracking -ID, which has the following format, UA-xxxxxxxx-x, where the x are numbers.

In [3]:
```
Image("Fig1.png")
```

Out[3]:



4. Tracking-ID and code

If you need to find back the tracking-ID later, the code can be found at **Tracking Info**and then **Tracking Code**. Under the header **Website Tracking**, Google Analytics will give a script that needs to be pasted in your website. It is essential to set the code right to prevent for example half or double counting[3].

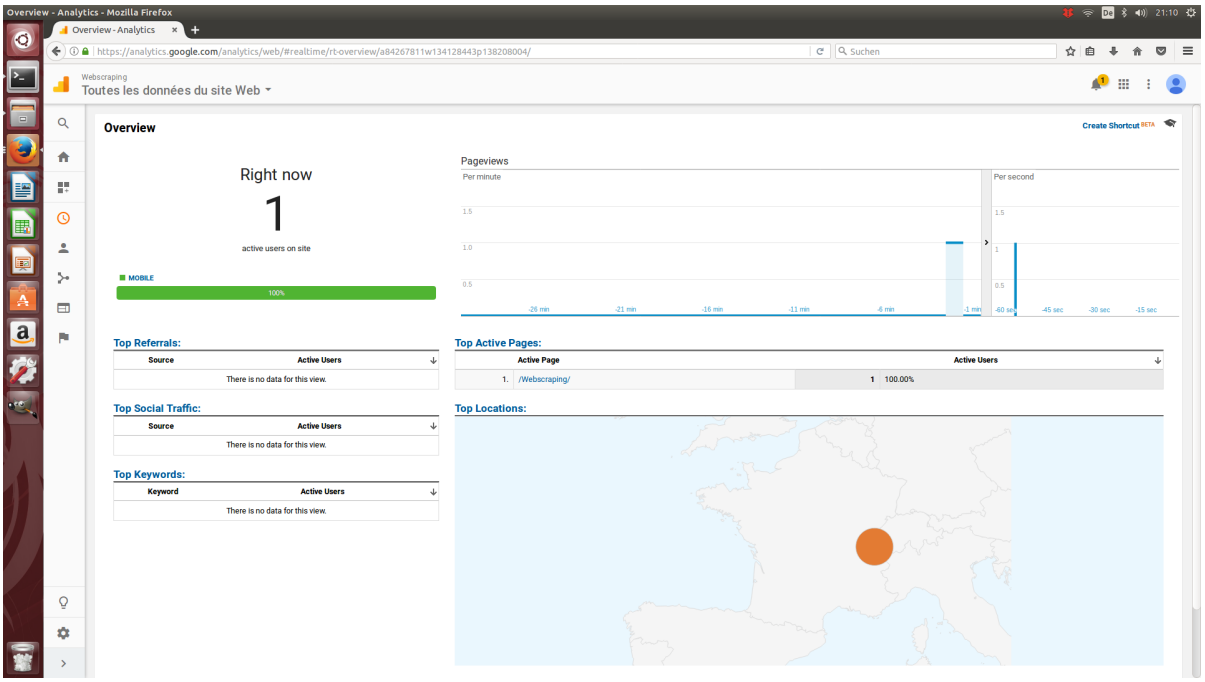
5. Check the connection

Now you have the tracking code pasted in your website, Google Analytics is able to collect traffic data. The „official“ way to inspect if there is a connection in Google Analytics is to select **Tracking Info**, **Tracking Code**, and under status, push the button **Send test traffic**. This will open up your website.

However, a more real life way to do this is to visit your website yourself, using for example your mobile phone. In Google Analytics select **Home**, **Real-time**, and **Overview**. If you just visited your website of interest, you should see under **pageviews** that there is *"Right now 1 active users on site"* (of course this could be >1 if at the same moment there were other visitors). Additionally, you may want to check the geographical map and see if *your place* is highlighted. If you leave your website, the active users section should return to zero (or go one down). If this works, you are ready to start webtraffic analyses as soon as your first visitors drop in.

In [4]:
```
Image("Fig2.png")
```

Out[4]:



6. Query Explorer

So how to start webtraffic analyses? One option is to visualize traffic in Google Analytics itself. Another option is Query Explorer. Query Explorer is a GUI tool that gives a very quick impression of your data, combining different metrics and dimensions at once. It is also very helpful for preparing the Python code needed for data extraction (more about this later). Follow the next steps:

- Log-in with your Google account at: https://ga-dev-tools.appspot.com/query-explorer/

- Select under **property** the webpage that you want to check (in my case „Webscraping“).
- Select **view** to choose between extracting all data, desktop or mobile.
- Select **ids**: this is the „ga:“ code that corresponds with your property.
- Fill-in a **start-date**. Here we select '2017-07-20' (this is one day before I started campaigning at www.datatau.com).
- Fill-in **End-date**: '2017-08-07'.
- **Metrics**: select 'ga:sessions'.
- **Dimensions**: select 'ga:date'.

Note that *number of sessions* is different from *number of visitors*. The difference is that the same visitors may return several times at the same website, resulting in a higher number of sessions. For the time being, leave all the other fields empty. When you hit the button **Run Query** this should return a spreadsheet with number of sessions, for each day in your time-window.

In [5]:
```
Image("Fig3.png")
```

Out[5]: