

Disclaimer

- The information provided for the installation of Google Analytics was compiled and presented in 2012 for our 2013 Pre-Application Workshop. The information shared in this presentation may not be current as upgrades to Google Analytics may have occurred since that time. Please consult your website provider/host or an IT professional for assistance.

Installing Google Analytics

Step 1 - Create a Google Analytics account

Step 2 - Configure your profile

Step 3 - Edit the tracking code for custom website setups – **OPTIONAL / ADVANCED**

Step 4 - Add the tracking code to your pages

To create an Analytics account:

- Visit <http://www.google.com/analytics>.
- Enter your Google Account email and password and click **Sign In**. If you don't have a Google Account, click **Sign up now** to create one.
- Click **Sign Up**.
- Enter your **Website's URL**, making sure to select either <http://> or <https://> from the drop-down list. Enter a nickname for this account in the **Account Name** field, then click **Continue**.
- Enter your contact information and click **Continue**.
- Read the Google Analytics Terms of Service. If you agree to these terms, select the **Yes** checkbox and click **Create New Account** to continue.
- The **Tracking Instructions** page that appears contains the tracking code that you'll need to paste into each page of your site. We recommend completing some additional steps before pasting this code, however, to ensure that the data you collect is relevant. If you'd prefer to install the tracking code right away, please skip to [Step 4](#) for instructions.
- Otherwise, click **Continue** on the **Tracking Instructions** page to access your new account.

Step 2 - Configure your profile

It's important to configure your profile in order to get the most out of your reports. To access your profile settings:

In the Website Profiles table, find the profile to edit.

Click Edit. The Profile Settings page appears.

Click Edit on the Main Website Profile Information table.

Default page

Setting this to the default (or index) page of your site allows Google Analytics to reconcile log entries for `www.example.com` and `www.example.com/index.html`, for example. These are in fact the same page, but are reported as two distinct pages until the Default Page setting has been configured.

Exclude URL Query Parameters

Does your site use dynamic session or user identifiers? You can tell Analytics to ignore these variables and not count them as unique pages. Enter any query parameters to exclude, separated with commas.

Step 4 - Add the tracking code to your pages

Google Analytics only tracks pages that contain the Google Analytics tracking code. You'll need to add this code to each page of your site, either manually or through the use of includes or other methods. If you employ a static website – the code will need to be added to each page. If you are running a website CMS such as Wordpress or Joomla, you should only need to add the code once.

To access your tracking code:

- Sign in to Google Analytics.
- From the Analytics Settings page, find the profile for which you would like to retrieve the tracking code. Please note that tracking code is profile-specific.
- From that profile's Settings column, click Edit.
- At the top right of the Main Website Profile Information box, click Check Status.

Your tracking code can be copied and pasted from the text box in the Instructions for adding tracking section.

Locate the tracking code

Here's how to add the asynchronous snippet to your site:

- **Find the asynchronous snippet for your profile**
The tracking code is profile-specific, so you can only access it from the **Profile Settings** screen for that profile.
- Go to **Analytics Settings** and click "Edit" next to the profile used for your site.
- In the **Profile Settings** page, click the "Check Status" link. You'll see something similar to the code snippet below, where XXXXX-YY indicates the profile ID for your Analytics account.

Code Sample:

```
<script type="text/javascript">
```

```
var _gaq = _gaq || [];  
_gaq.push(['_setAccount', 'UA-XXXXXX-X']);  
_gaq.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>
```

Step 4 Continued

- **Copy and place the code snippet**

Once you find the code snippet, copy and paste it into your web page, **just before the closing** `</head>` tag*. If your website uses templates to generate pages, enter it just before the closing `</head>` tag in the file that contains the `<head>` section. (Most websites re-use one file for common content, so it's likely that you won't have to place the code snippet on every single page of your website.) For the best performance across all browsers we suggest you position other scripts in your site in one of these ways: before the tracking code snippet in the `<head>` section of your HTML after both the tracking code snippet and all page content (e.g. at the bottom of the HTML body)

- **Verify and customize**

Verify that your tracking code contains the correct web property ID for your profile (it should if you copied it from the **Profile Settings** screen). Double-check that the tracking snippet installed on your website matches the code shown in the profile. For more details on verifying your setup, see [Verify your setup](#).

- Add any customizations back in using the asynchronous syntax. The [Usage Guide](#) and [Migration Examples](#) (English only) on Google Code provide many examples of customizations with asynchronous tracking.