Setting Up Google Analytics

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.

What is Google Analytics

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.

It is a FREE free tool to analyze all the data for your business in one place.

Understand your site and app users to better evaluate the performance of your marketing, content, products, and sales funnel.

Why Do You Need Google Analytics?

You can’t improve, scale or grow what you don’t measure.

Google Analytics is a powerful tool that lets marketers track more than 200 metrics. This FREE tool can track every aspect of the entire funnel—from acquisition to conversion

What Can You Measure

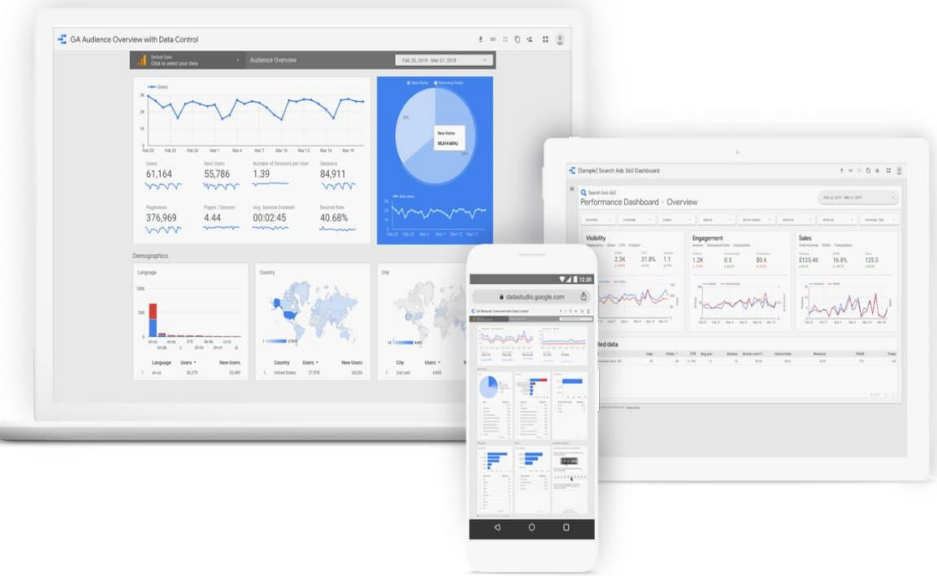


Image Source: Google

-Traffic Sources

-Demographics (age, location)

-Average time on page

-Number of Page Views

-Entrances (the page someone enters your site)

-Keywords

-Device

-Bounce rate by channel

- Users

-Sessions

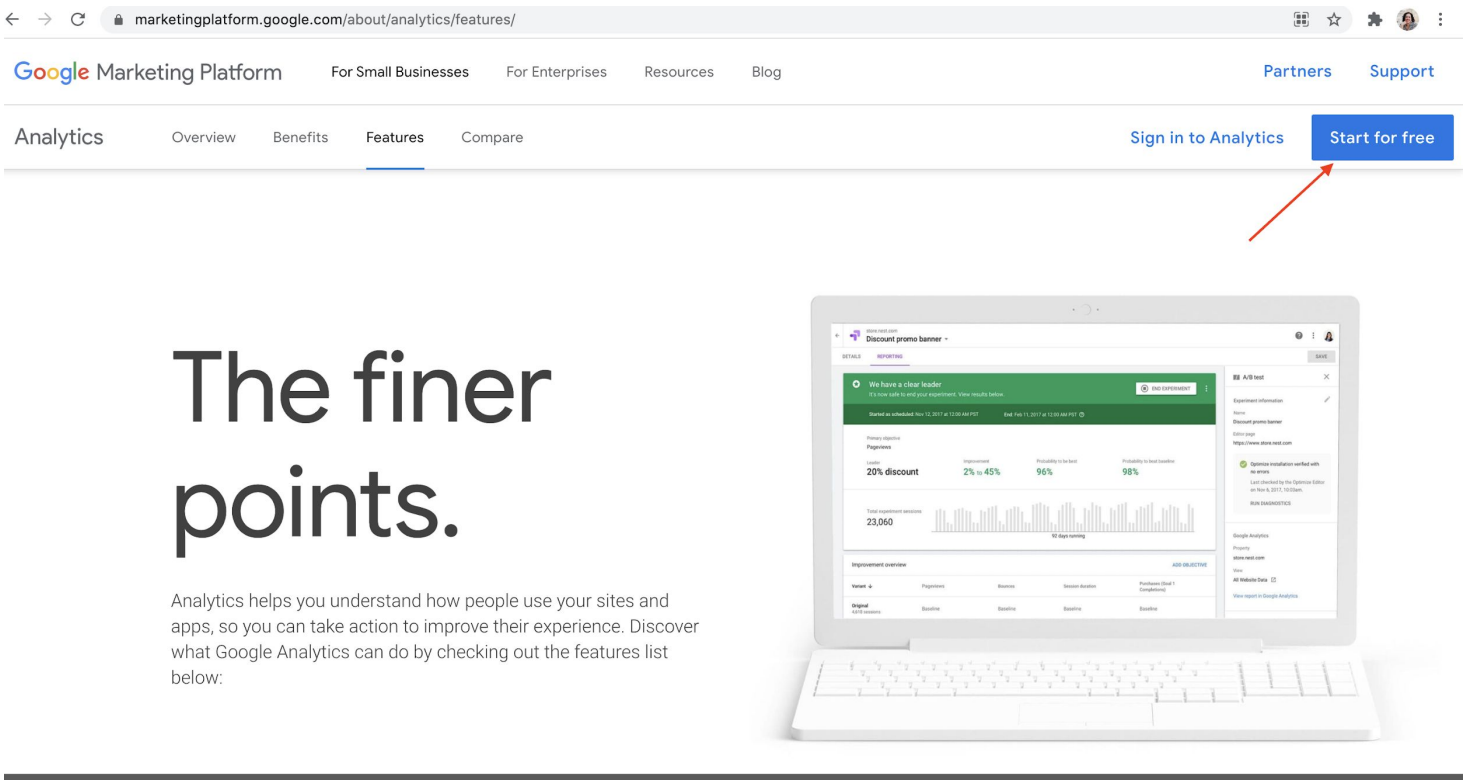
Getting Started

1. Gmail Account

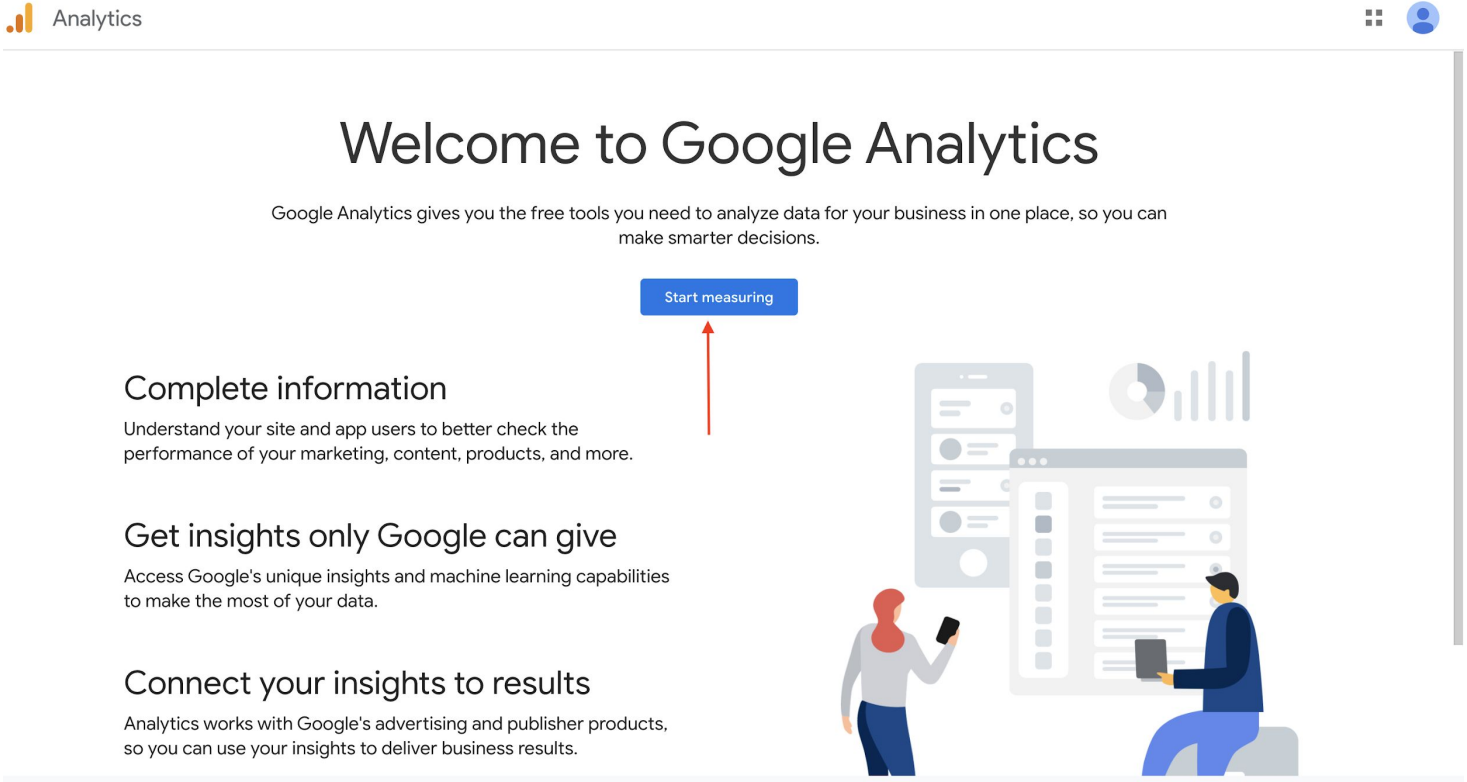
In order start using Google Analytics, you must have a registered Google Account email address and password. This can be a gmail account, g-suite, or googlemail account.

Analytics also uses Google Accounts to authenticate users. If you don't have a Google account, you can create one for free. Having a Google account does not automatically grant you access to Analytics—you must also register for Analytics, a one-time, simple process.

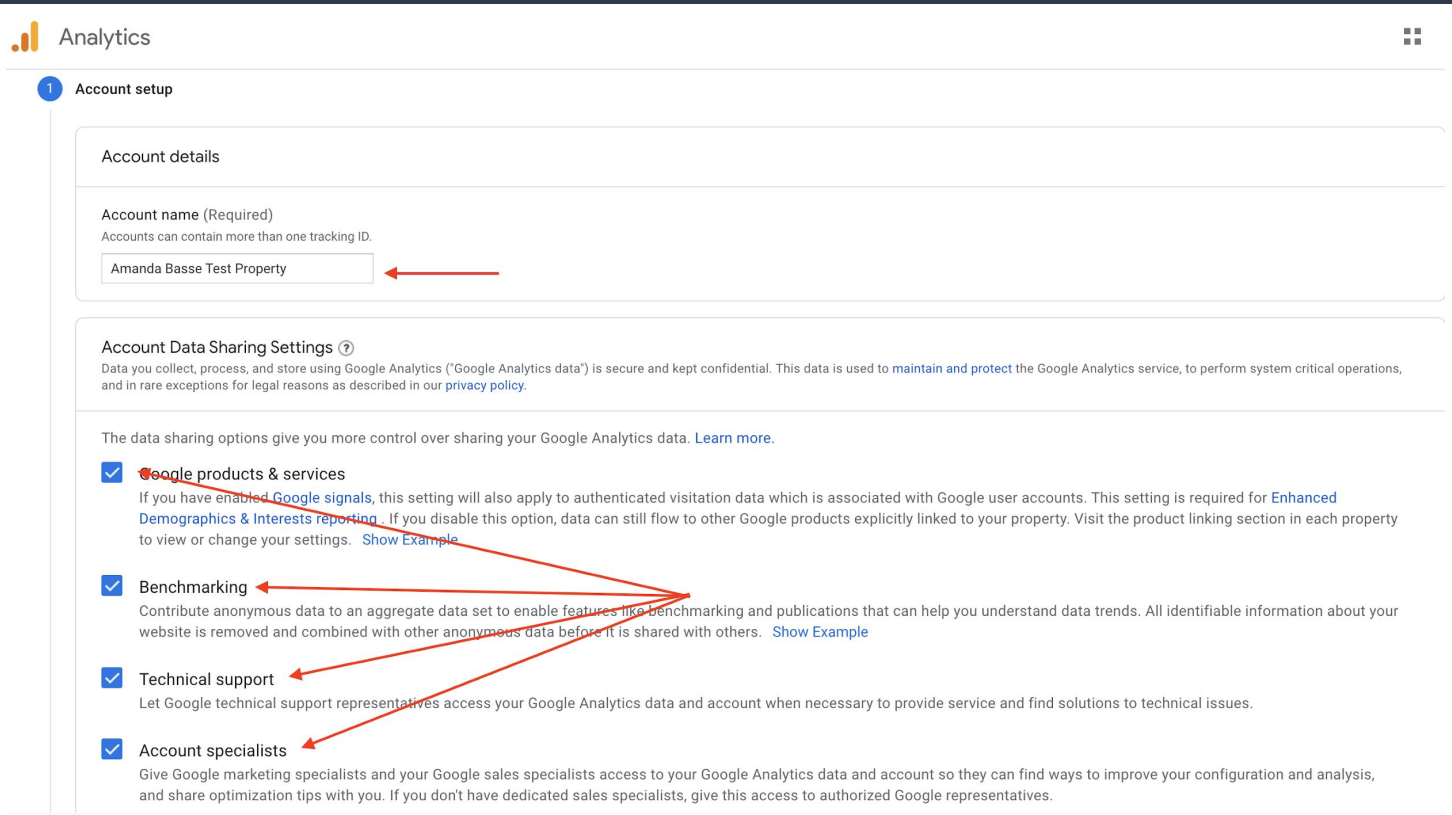
2. Create Your Account



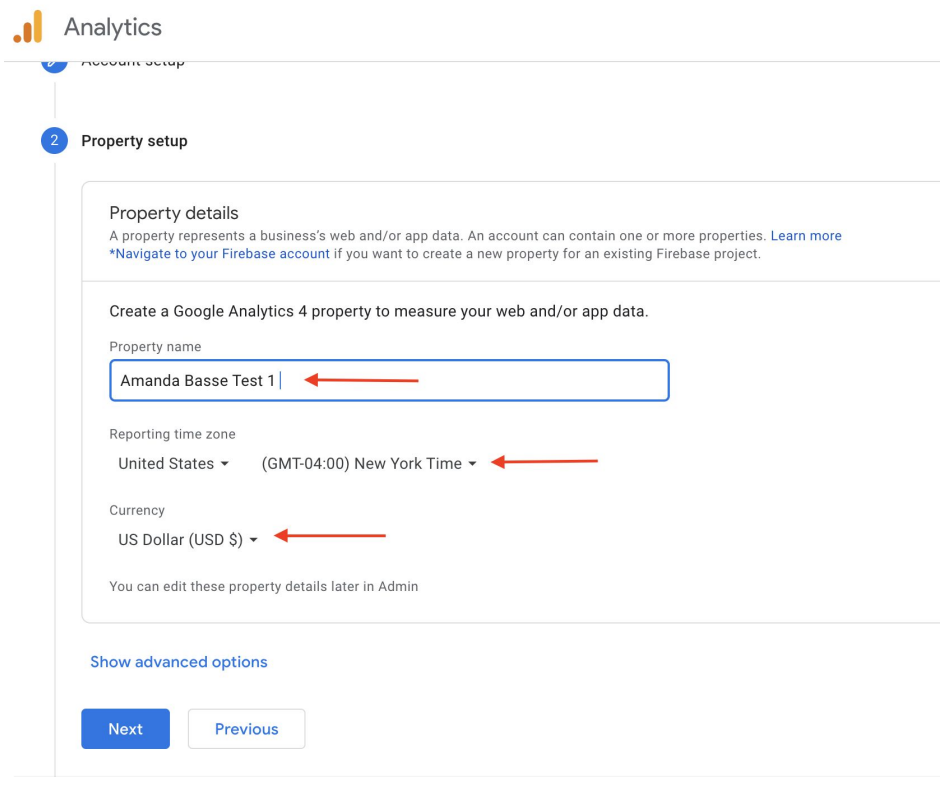
3. Start Measuring



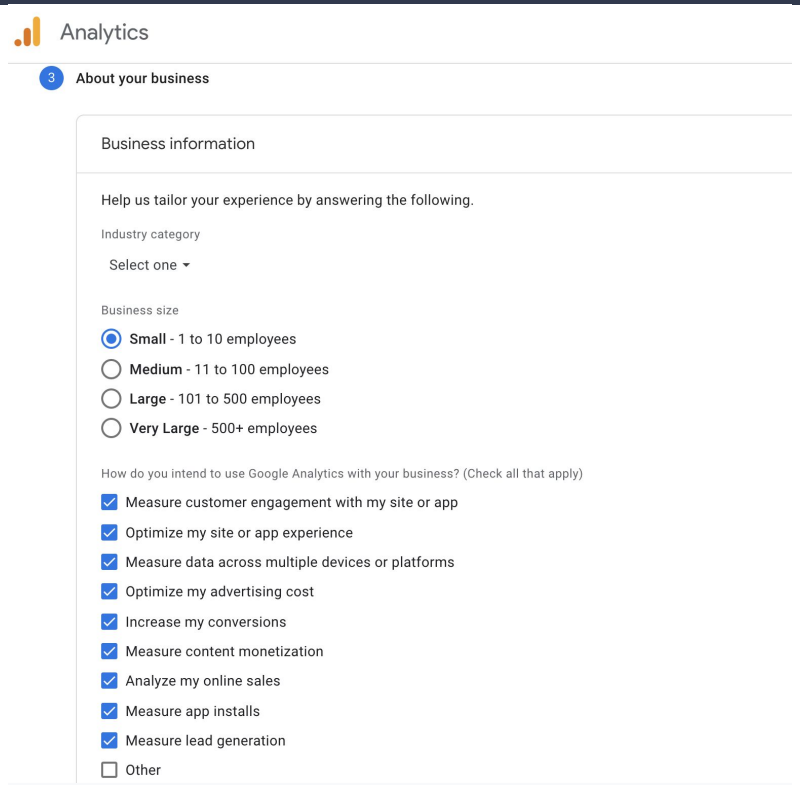
4. Name Your Property



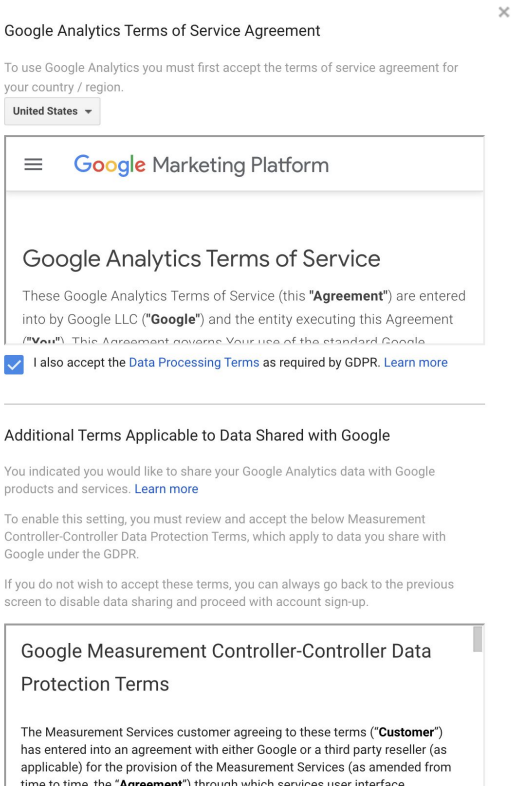
5. Set Up Your Property



6. Answer Questions About Your Business



7. Agree to Terms of Service



8. Choose Your Level of Communication

My email communications

We occasionally send emails to update you on what's new with Google Analytics. However, we want you to always be able to choose which communications you receive from us, so please let us know your preferences below.

Regardless of your selections, we may still have to send you important product updates that impact your account, but that's all you'll receive from us. We respect your privacy and will not share your personal information with third parties or partners.

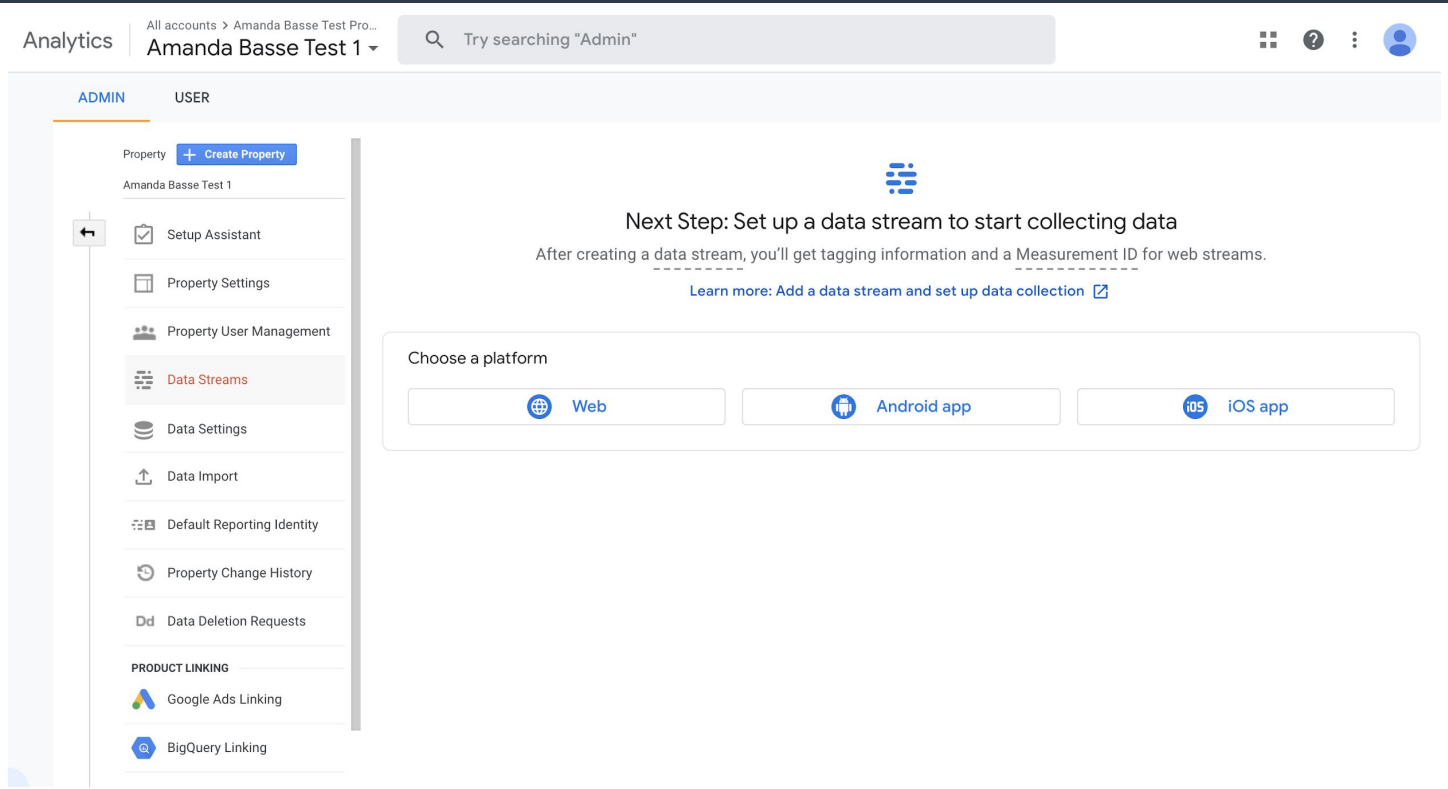
- [x] Performance Suggestions and Updates
  Receive updates and tips that help you get the most out of your Google Analytics account. You will initially receive suggestions and updates for up to 5 of the properties you have access to. These properties are selected by Google Analytics. You may modify these updates in Admin > User settings.
- [x] Feature Announcements
  Learn about the latest changes, enhancements, and new features in Google Analytics.
- [x] Feedback and Testing
  Participate in Google surveys and pilots to help improve Google Analytics.
- [x] Offers from Google
  Learn about related Google products, services, events, and special promotions.

Uncheck all and save

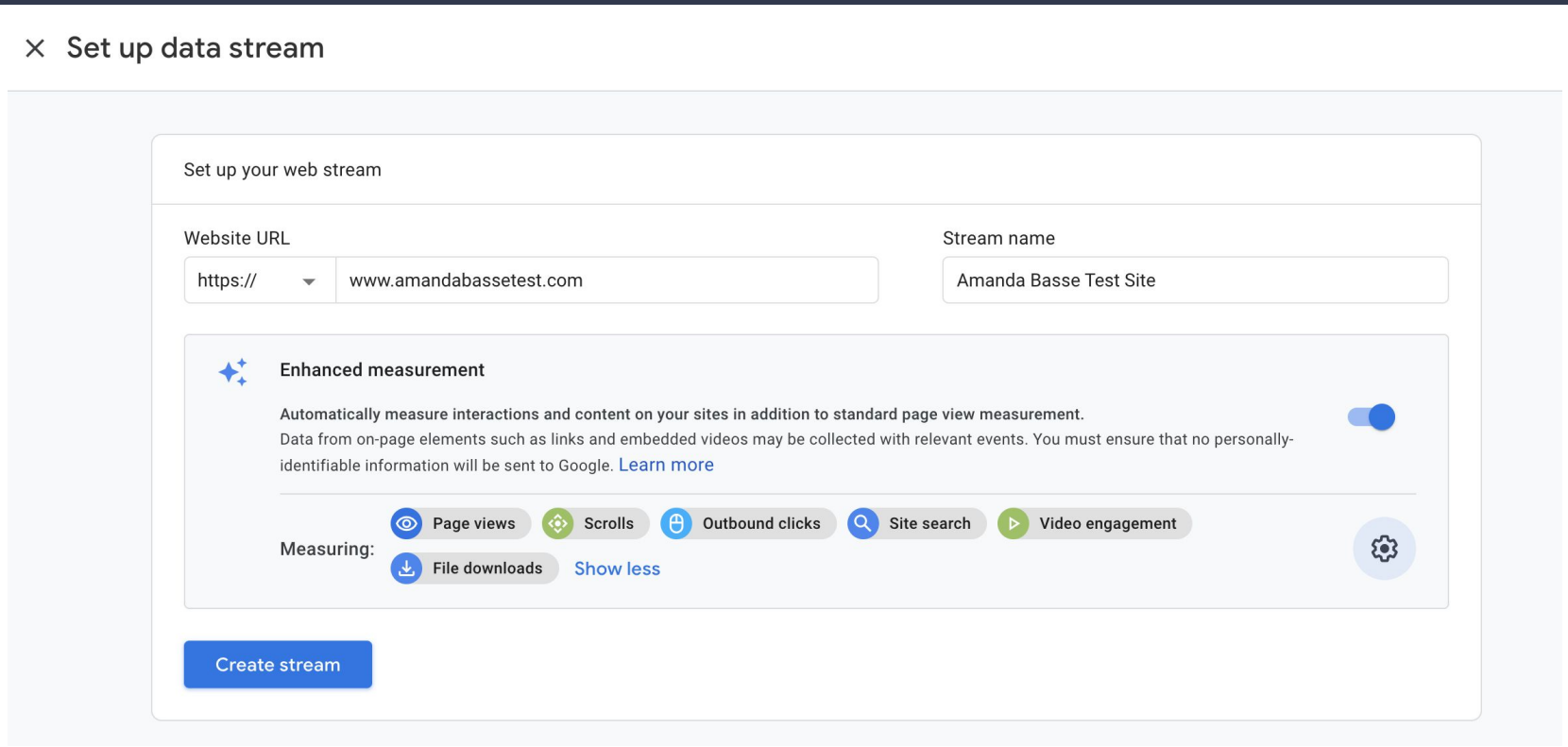
Save

Set Up Data Stream

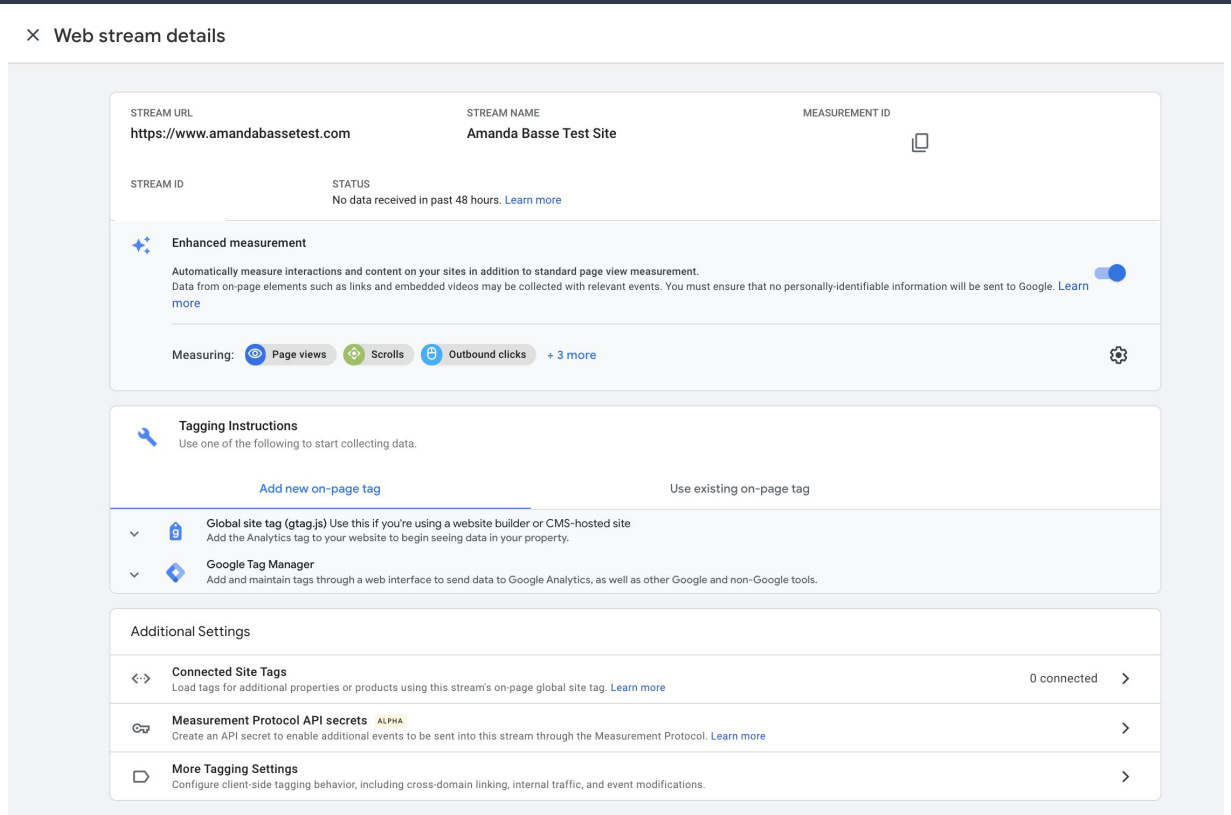
Pick a Source of Data



Click Set Up Stream



Pick a Way to Tag Your Site



Get Your Code

Tagging Instructions
Use one of the following to start collecting data.

Add new on-page tag | Use existing on-page tag

Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site
Add the Analytics tag to your website to begin seeing data in your property.

Copy the global site tag into the **<head>** section of your HTML. Or, if you use a website builder (e.g. WordPress, Shopify, etc), copy the global site tag into your website builder's custom HTML field.

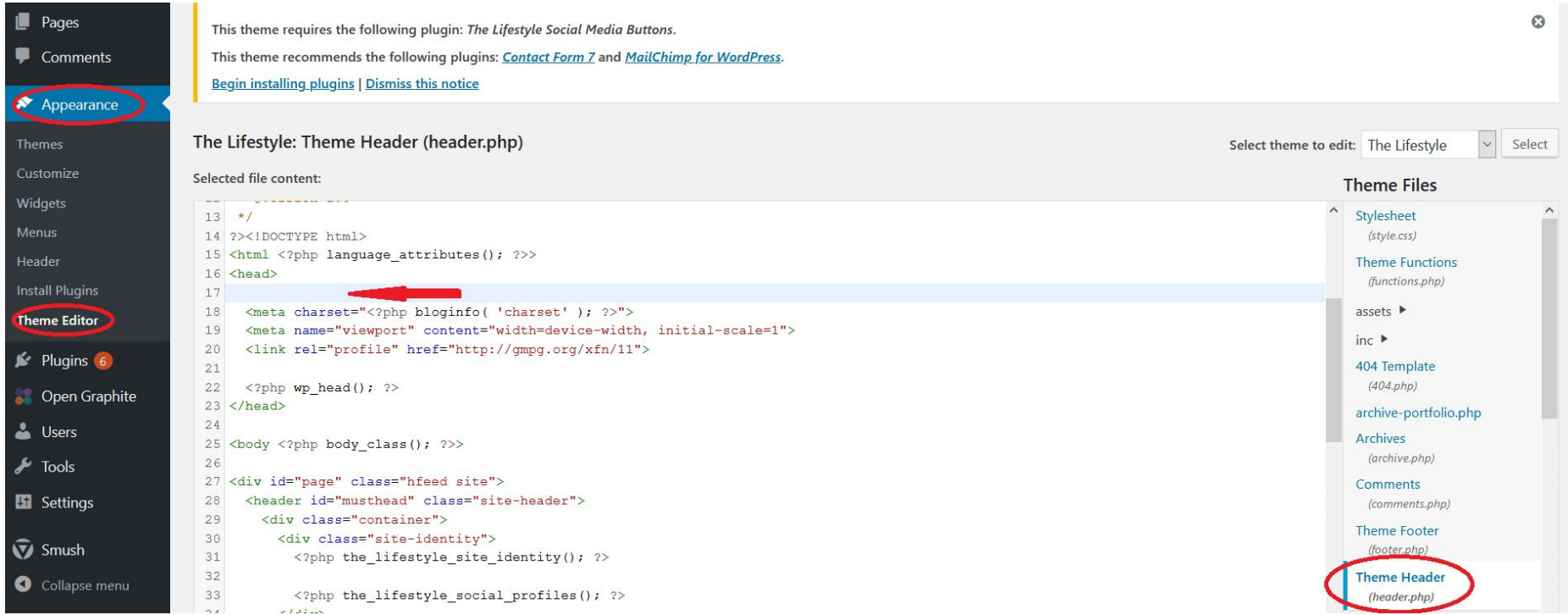
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/j                    "></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config',
</script>
```

Google Tag Manager
Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

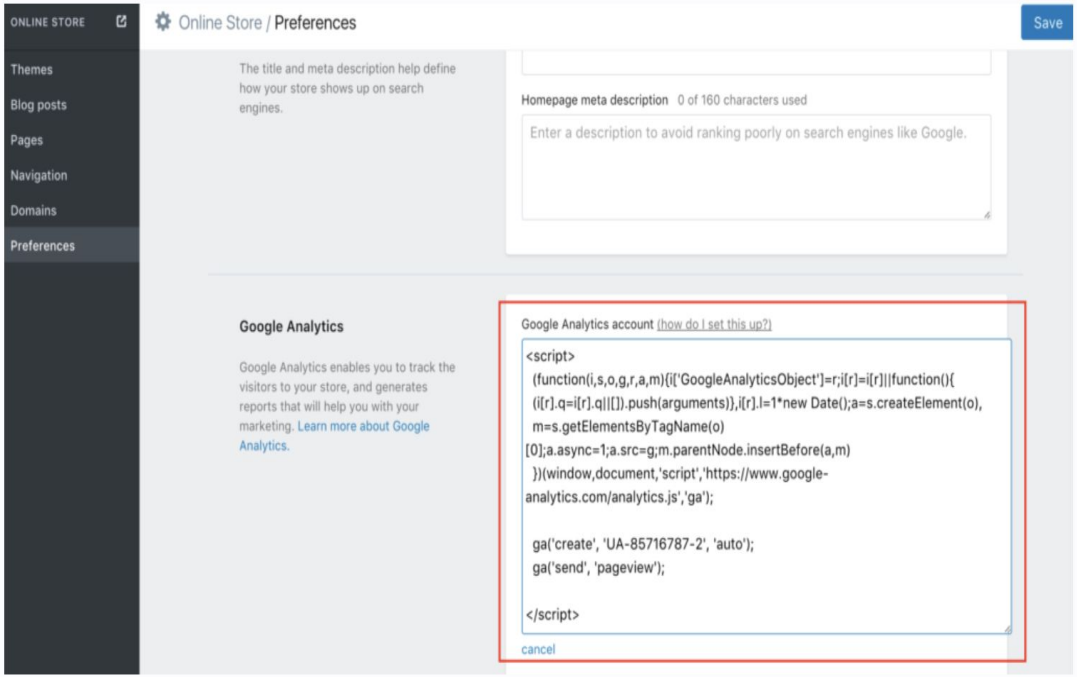
Installing Your Code

Wordpress


Pages
Comments
Appearance
Themes
Customize
Widgets
Menus
Header
Install Plugins
Theme Editor
Plugins 6
Open Graphite
Users
Tools
Settings
Smush
Collapse menu
This theme requires the following plugin: The Lifestyle Social Media Buttons.
This theme recommends the following plugins: Contact Form 7 and MailChimp for WordPress.
Begin installing plugins | Dismiss this notice
The Lifestyle: Theme Header (header.php)
Select theme to edit: The Lifestyle Select
Selected file content:
13 */
14 ?><!DOCTYPE html>
15 <html <?php language_attributes(); ?>>
16 <head>
17
18 <meta charset="<?php bloginfo('charset'); ?>">
19 <meta name="viewport" content="width=device-width, initial-scale=1">
20 <link rel="profile" href="http://gmpg.org/xfn/11">
21
22 <?php wp_head(); ?>
23 </head>
24
25 <body <?php body_class(); ?>>
26
27
28 <header id="musthead" class="site-header">
29
30
31 <?php the_lifestyle_site_identity(); ?>
32
33 <?php the_lifestyle_social_profiles(); ?>
Theme Files
Stylesheet (style.css)
Theme Functions (functions.php)
assets
inc
404 Template (404.php)
archive-portfolio.php
Archives (archive.php)
Comments (comments.php)
Theme Footer (footer.php)
Theme Header (header.php)

Shopify

SAVE.



From your Shopify admin, go to **Online store** > **Preferences**.

In the **Google Analytics** section, make sure that the box has only the text **Paste your code from Google here**

Click **Themes**.

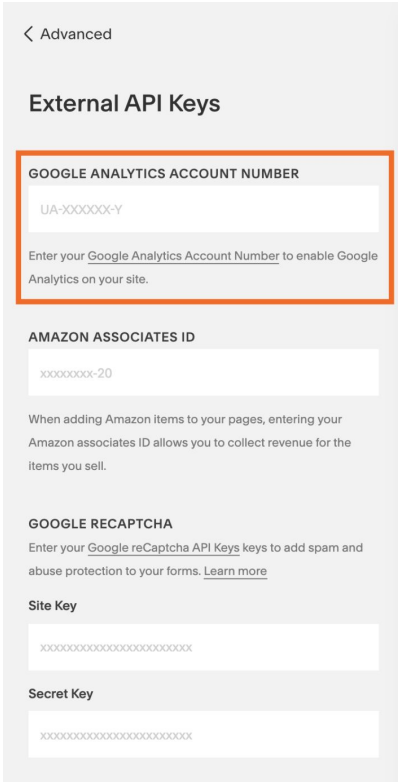
Click **Actions** > **Edit code**.

In the **Layout** section, click **{/} theme.liquid**.

Square Space

1. In the Home Menu, click Settings, and then click Advanced.
2. Click External API Keys.
3. In the Google Analytics Account Number field, enter your tracking ID for this site.
4. Click Save.

It may take up to 24 hours for site statistics to populate in Google Analytics.



GoDaddy

1. Go to your GoDaddy product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Select **Settings**.
5. Select **Google Analytics**.
6. Copy your your Tracking ID code from your other tab and paste it here into the **Tracking ID** area. Use the links in your website builder to sign up for Google Analytics or if you need help finding your Tracking ID.
7. Your changes are saved automatically. Publish your site to activate the Google Analytics tracking code.
8. Wait at least 24 hours, sign in to your Google Analytics account, and dig into the statistics and graphics for your site's Web traffic.

Wix

Google Analytics 4 is not compatible with Wix.

Go through these steps to set up a Universal Tracking Code to use Google Analytics

Create a Property

What is a Property?

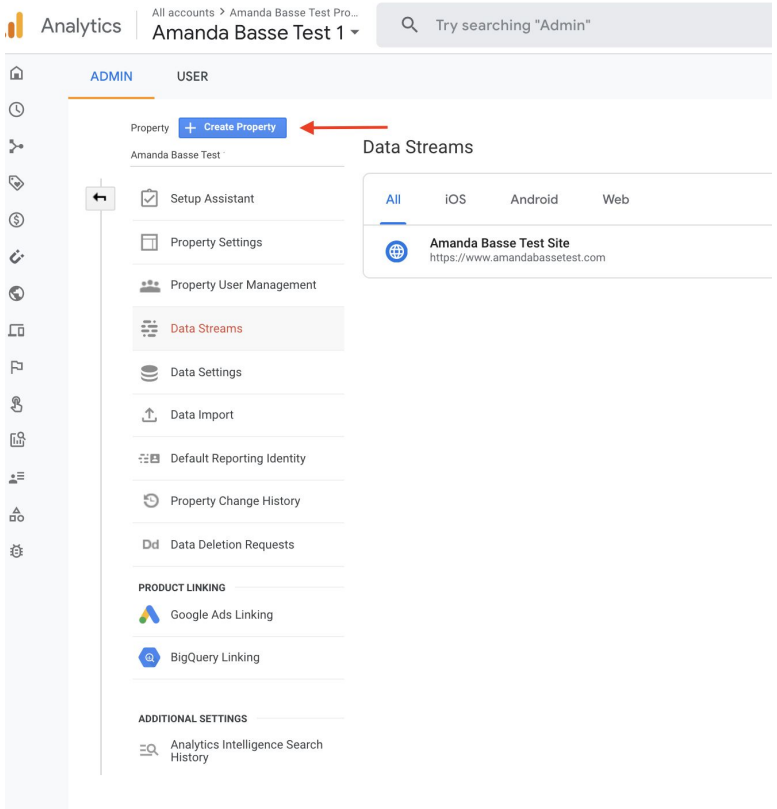
In Google Analytics, a property is a website, mobile application, or blog, etc., that is associated with a unique tracking ID. A Google Analytics account can contain one or more properties.

A view is a set of specifications for tracking traffic on a single domain. You can think of a view as a single set of rules for Analytics to use in processing the traffic on a domain. Analytics shows reports for one view at a time.

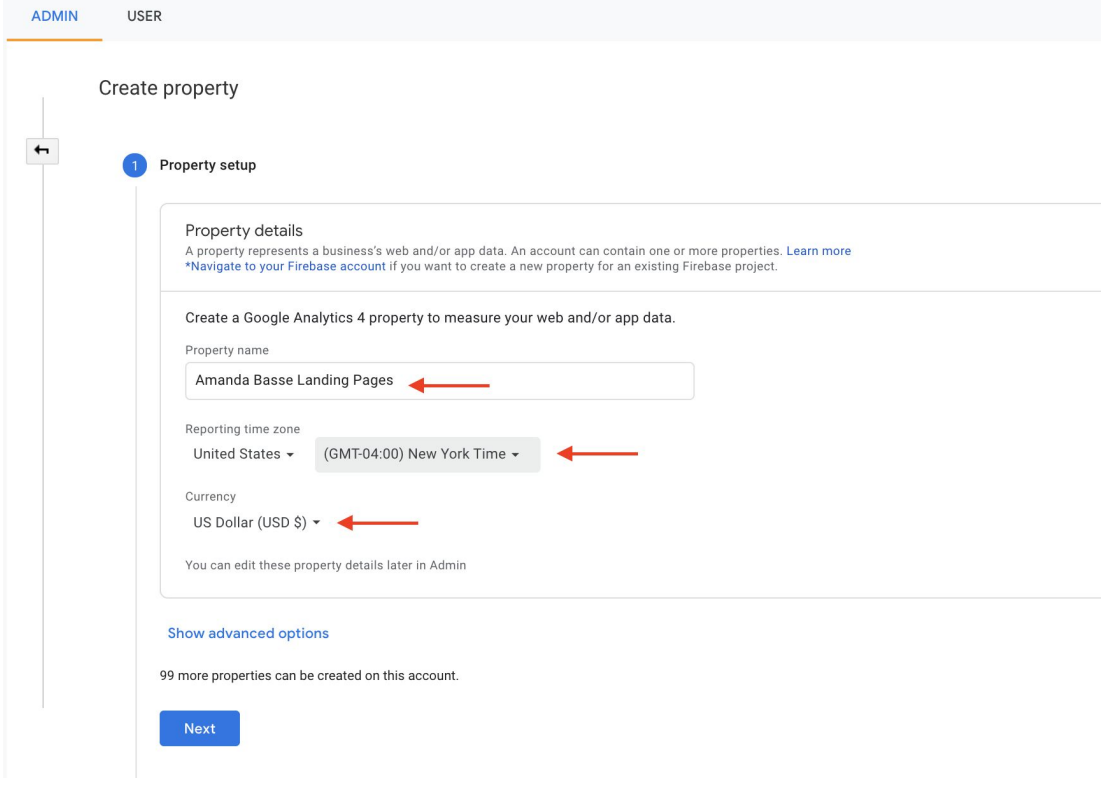
You can set up multiple views for a single domain. For example, if you were setting up views to track "example.com," you might want:

One view for traffic to store.example.com
One view for U.S. visitors
One view whose reports can be viewed only by certain people

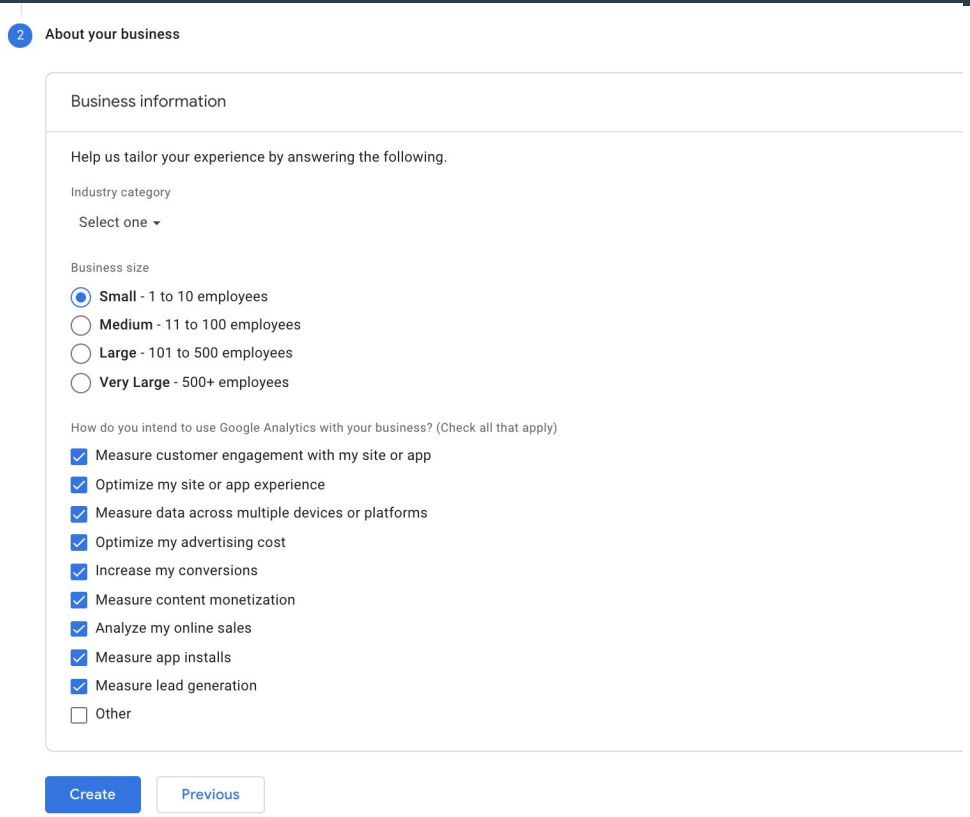
Create


Analytics
All accounts > Amanda Basse Test Pro...
Amanda Basse Test 1
Try searching "Admin"
ADMIN
USER
Property
Create Property
Amanda Basse Test
Setup Assistant
Property Settings
Property User Management
Data Streams
Data Settings
Data Import
Default Reporting Identity
Property Change History
Data Deletion Requests
PRODUCT LINKING
Google Ads Linking
BigQuery Linking
ADDITIONAL SETTINGS
Analytics Intelligence Search History
Data Streams
All
iOS
Android
Web
Amanda Basse Test Site
https://www.amandabassetest.com

Name, Time Zone and Currency



Answer Property Questions

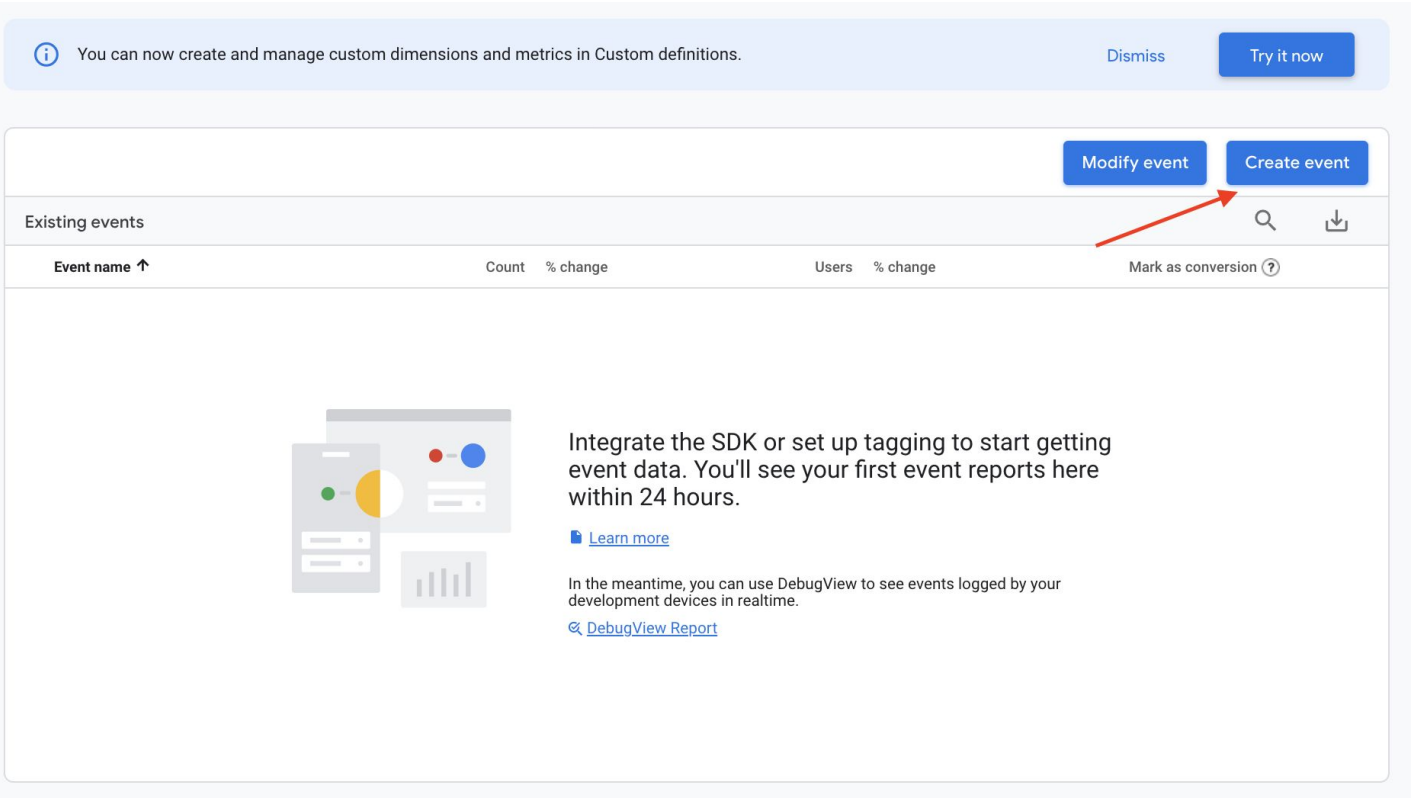


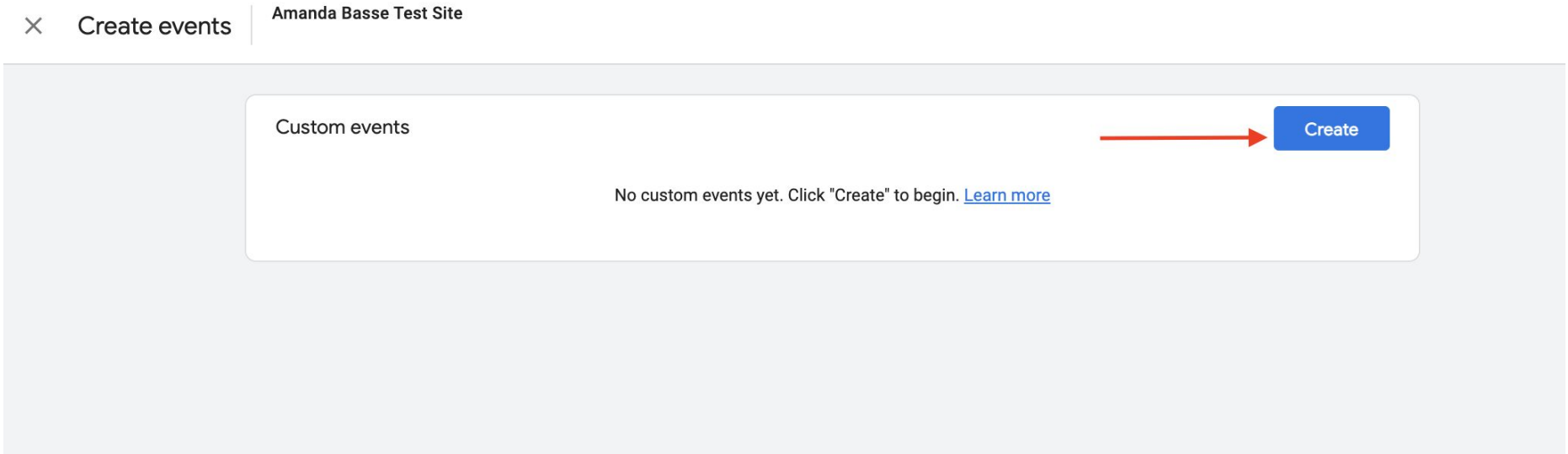
Events

What is an Event?

Events are user interactions with content that can be measured independently from a web-page or screen load. Downloads, link clicks, form submissions, and video plays are all examples of actions you might want to analyze as Events.

Create an Event




Create events
Amanda Basse Test Site
Custom events
Create
No custom events yet. Click "Create" to begin. Learn more

Create event | Amanda Basse Test Site

Create new events from existing events. Learn more

Configuration

Custom event name

add_payment_info
add_shipping_info
add_to_cart
add_to_wishlist
begin_checkout
checkout_progress
click
earn_virtual_currency
exception
file_download
generate_lead
join_group
login
optimize_experiment_impression
optimize_personalization_impression
page_view
purchase
refund

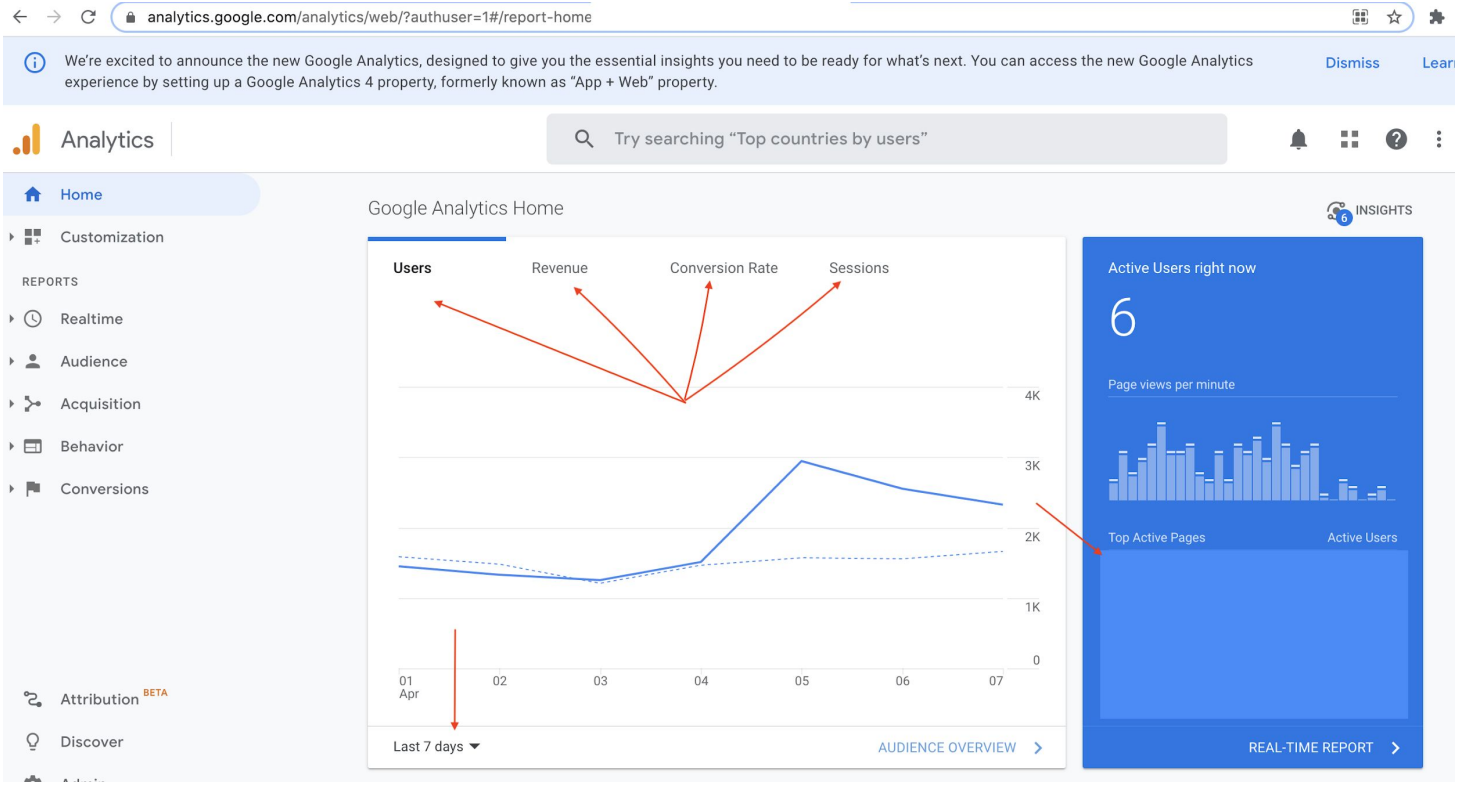
lowing conditions

Value

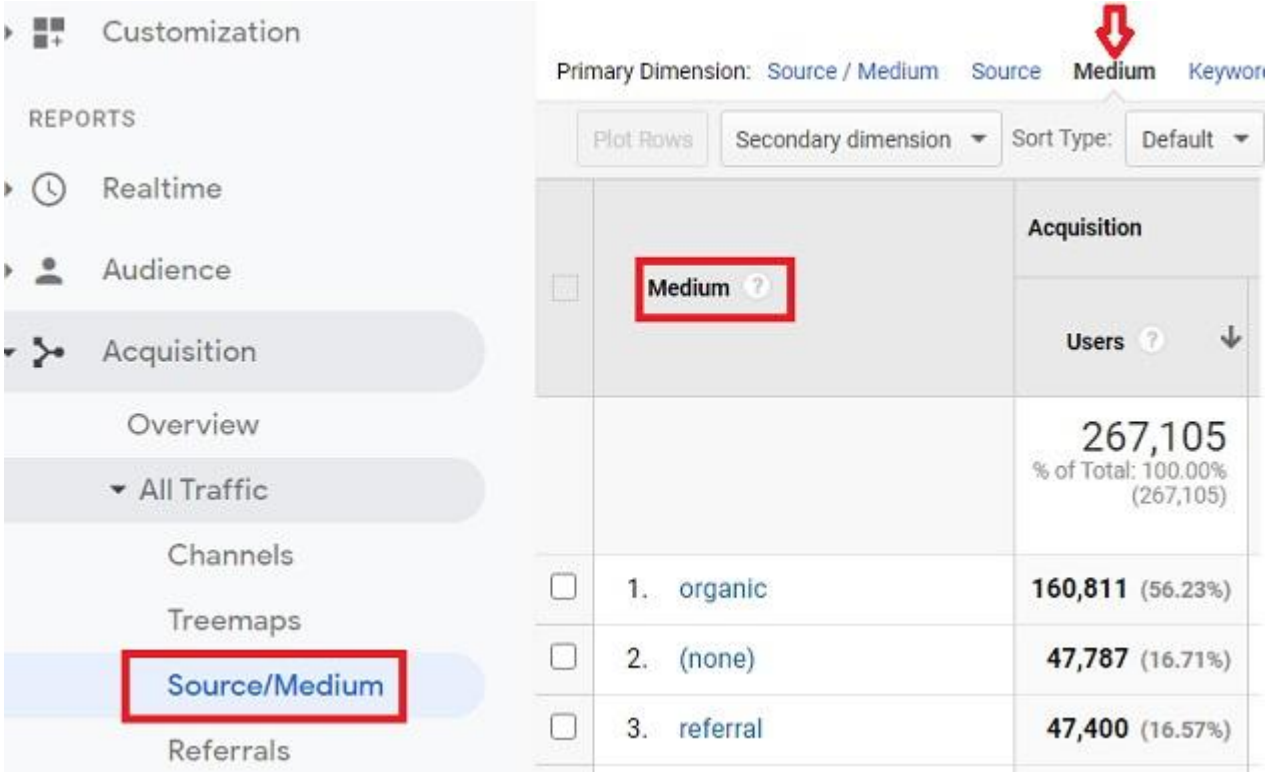
Add modification

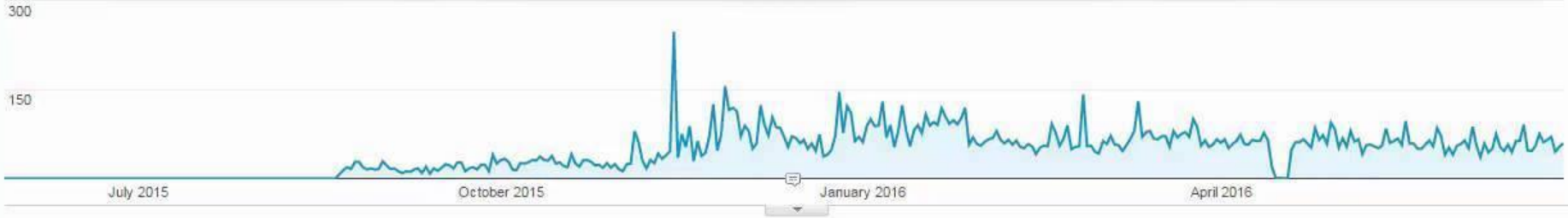
Finding Your Data

Google Analytics Home Page



Finding Your Data





Primary Dimension: **Source / Medium** Source Medium Keyword Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	17,562 % of Total: 100.00% (17,562)	78.68% Avg for View: 78.57% (0.14%)	13,818 % of Total: 100.14% (13,798)	47.51% Avg for View: 47.51% (0.00%)	4.12 Avg for View: 4.12 (0.00%)	00:02:34 Avg for View: 00:02:34 (0.00%)	1.73% Avg for View: 1.73% (0.00%)	303 % of Total: 100.00% (303)	$13,054.81 % of Total: 100.00% ($13,054.81)
1. (direct) / (none)	3,122 (17.78%)	82.00%	2,560 (18.53%)	54.07%	3.78	00:02:31	1.76%	55 (18.15%)	$2,371.22 (18.16%)
2. google / organic	2,746 (15.64%)	79.46%	2,182 (15.79%)	35.94%	4.83	00:02:55	1.86%	51 (16.83%)	$2,633.09 (20.17%)
3. thegoodtrade.com / referral	2,261 (12.87%)	87.93%	1,988 (14.39%)	34.06%	3.78	00:02:38	0.31%	7 (2.31%)	$223.97 (1.72%)
4. google / cpc	2,232 (12.71%)	70.52%	1,574 (11.39%)	59.95%	3.18	00:01:36	0.67%	15 (4.95%)	$477.56 (3.66%)
5. bcaction.org / referral	1,465 (8.34%)	91.47%	1,340 (9.70%)	52.83%	3.66	00:01:44	0.89%	13 (4.29%)	$424.58 (3.25%)
6. Affordable Minerals Mailing List / email	1,004 (5.72%)	40.54%	407 (2.95%)	33.47%	8.44	00:05:53	9.76%	98 (32.34%)	$4,460.53 (34.17%)
7. [illegible]	[illegible]	84.88%	752	[illegible]	4.67	[illegible]	1.92%	9	$258.46

Understanding Your Data

Source / Medium

Source: the origin of your traffic, such as a search engine (for example, google) or a domain (example.com).

Medium: the general category of the source, for example, organic search (organic), cost-per-click paid search (cpc), web referral (referral).

Source/Medium is a dimension that combines the dimensions Source and Medium. Examples of Source/Medium include google/organic, example.com/referral, and newsletter/email.

Examples of Source / Medium

	Source / Medium
1.	(direct) / (none)
2.	google / cpc
3.	google / organic
4.	linkin.bio / referral
5.	Rf / email
6.	RR Jan / email
7.	bing / organic
8.	instagram / social
9.	dor om / referral
10.	RR / email

Conclusion

The Best Free Tool Available for Data

If you are serious about growing your business, Google Analytics is a necessity. It gives you tangible data, in real time, that you can apply to grow your business.

Google Analytics allows you to track 200 important metrics, covering the entire buyer's journey. You can track the effectiveness of your online marketing campaigns, onsite content (blogs, pages, and buttons), user experience, and device functionality.

All these statistics show you what is working well, and more importantly, what isn’t. This allows you to make decisions on when to pivot and when to apply the gas to a campaign.

Resources:

10 Most Common Metrics to Track

Google Analytics Academy

What is a Google Analytics Property?

About Google Analytics Events

How to Set Up Google Analytics

Source / Medium in Google Analytics

Setting Up Google Analytics

Google Analytics for Wix

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

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