

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.

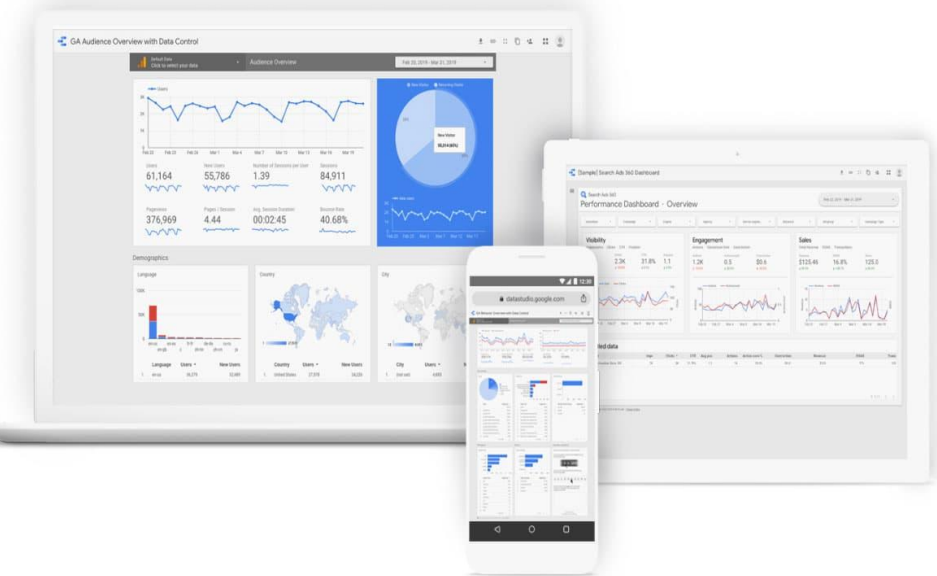
Understand your site and app users to better evaluate the performance of your marketing, content, products, and sales funnel.

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

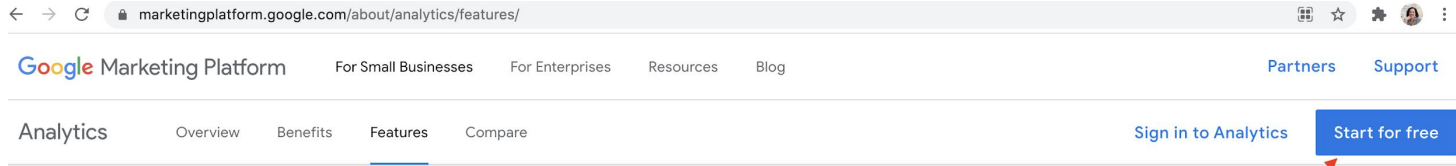
A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

1. Gmail Account

In order to start using Google Analytics, you must have a registered Google Account email address and password. This can be a Gmail account, G-Suite, or Google Mail account.

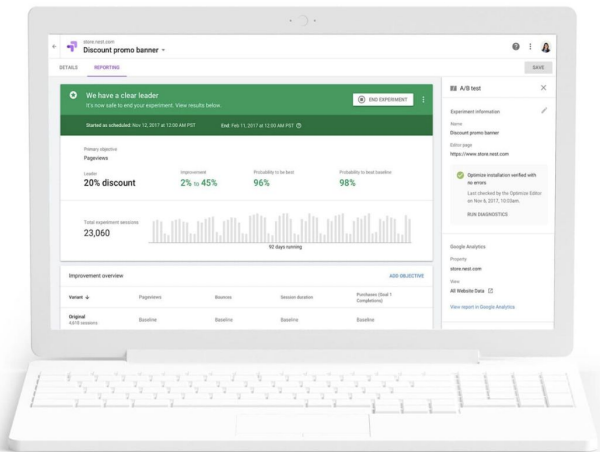
Analytics also uses Google Accounts to authenticate users. If you don't have a Google account, you can create one for free. Having a Google account does not automatically grant you access to Analytics—you must also register for Analytics, a one-time, simple process.

2. Create Your Account



The finer points.

Analytics helps you understand how people use your sites and apps, so you can take action to improve their experience. Discover what Google Analytics can do by checking out the features list below:



3. Start Measuring

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

Connect your insights to results

Analytics works with Google's advertising and publisher products, so you can use your insights to deliver business results.



4. Name Your Property



1 Account setup

Account details

Account name (Required)

Accounts can contain more than one tracking ID.

Amanda Basse Test Property

Account Data Sharing Settings [?](#)

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- Google products & services**
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)
- Benchmarking**
Contribute anonymous data to an aggregate data set to enable [features like benchmarking](#) and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other [anonymous data](#) before it is shared with others. [Show Example](#)
- Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists**
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

5. Set Up Your Property

Analytics

1 Account setup

2 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
*Navigate to your [Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Amanda Basse Test 1

Reporting time zone

United States (GMT-04:00) New York Time

Currency

US Dollar (USD \$)

You can edit these property details later in Admin

[Show advanced options](#)

Next

Previous

6. Answer Questions About Your Business

3 About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Select one ▾

Business size

- Small** - 1 to 10 employees
- Medium** - 11 to 100 employees
- Large** - 101 to 500 employees
- Very Large** - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales
- Measure app installs
- Measure lead generation
- Other

7. Agree to Terms of Service

Google Analytics Terms of Service Agreement ✕

To use Google Analytics you must first accept the terms of service agreement for your country / region.

United States ▾

☰ Google Marketing Platform

Google Analytics Terms of Service

These Google Analytics Terms of Service (this "**Agreement**") are entered into by Google LLC ("**Google**") and the entity executing this Agreement ("**You**"). This Agreement governs Your use of the standard Google Analytics services.

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

Additional Terms Applicable to Data Shared with Google

You indicated you would like to share your Google Analytics data with Google products and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller-Controller Data Protection Terms, which apply to data you share with Google under the GDPR.

If you do not wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

Google Measurement Controller-Controller Data Protection Terms

The Measurement Services customer agreeing to these terms ("**Customer**") has entered into an agreement with either Google or a third party reseller (as applicable) for the provision of the Measurement Services (as amended from time to time, the "**Agreement**") through which services user interface

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.

- 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.
- Feature Announcements**
Learn about the latest changes, enhancements, and new features in Google Analytics.
- Feedback and Testing**
Participate in Google surveys and pilots to help improve Google Analytics.
- Offers from Google**
Learn about related Google products, services, events, and special promotions.

Uncheck all and save

Save

Set Up Data Stream

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Pick a Source of Data

Analytics All accounts > Amanda Basse Test Pro...
Amanda Basse Test 1 ▾

ADMIN USER


Property [+ Create Property](#)

Amanda Basse Test 1

- 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






Next Step: Set up a data stream to start collecting data

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

[Learn more: Add a data stream and set up data collection](#)

Choose a platform

-  Web
-  Android app
-  iOS app

Click Set Up Stream

× Set up data stream

Set up your web stream

Website URL

https://

Stream name



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks



Site search



Video engagement



File downloads


[Show less](#)



[Create stream](#)

Pick a Way to Tag Your Site





× Web stream details

STREAM URL	STREAM NAME	MEASUREMENT ID
https://www.amandabasetest.com	Amanda Basse Test Site	

STREAM ID	STATUS
	No data received in past 48 hours. Learn more

Enhanced measurement



Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks [+ 3 more](#) 




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.
-  **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.

Additional Settings

-  **Connected Site Tags**
Load tags for additional properties or products using this stream's on-page global site tag. [Learn more](#) 0 connected >
-  **Measurement Protocol API secrets** ALPHA
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#) >
-  **More Tagging Settings**
Configure client-side tagging behavior, including cross-domain linking, internal traffic, and event modifications. >

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/"></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

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Wordpress

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:

Selected file content:

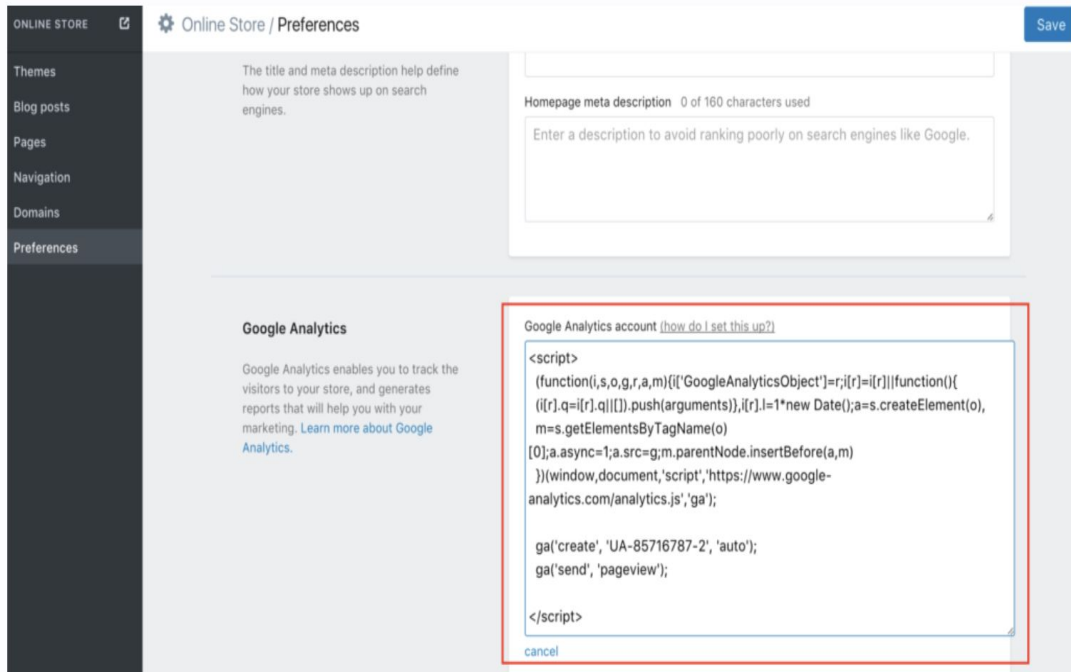
```
13  */
14  ?><!DOCTYPE html>
15  <html <?php language_attributes(); ?>>
16  <head>
17
18  <meta charset="<?php bloginfo( 'charset' ); ?>">
19  <meta name="viewport" content="width=device-width, initial-scale=1">
20  <link rel="profile" href="http://gmpg.org/xfn/11">
21
22  <?php wp_head(); ?>
23  </head>
24
25  <body <?php body_class(); ?>>
26
27  <div id="page" class="hfeed site">
28  <header id="musthead" class="site-header">
29  <div class="container">
30  <div class="site-identity">
31  <?php the_lifestyle_site_identity(); ?>
32
33  <?php the_lifestyle_social_profiles(); ?>
34  </div>
35  </div>
36  </div>
37  </body>
38  </html>
```



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

JAVE.



ONLINE STORE   Online Store / Preferences Save

Themes
Blog posts
Pages
Navigation
Domains
Preferences

The title and meta description help define how your store shows up on search engines.

Homepage meta description 0 of 160 characters used
Enter a description to avoid ranking poorly on search engines like Google.

Google Analytics [how do I set this up?](#)

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-85716787-2', 'auto');
ga('send', 'pageview');

</script>
```

cancel

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.**

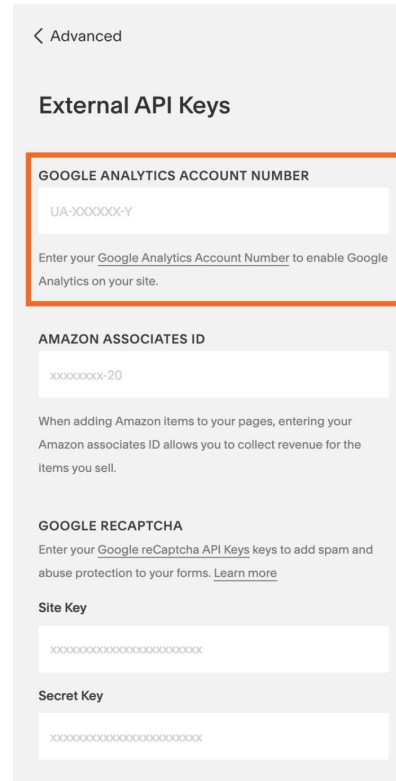
Click **Actions > Edit code.**

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.



< Advanced

External API Keys

GOOGLE ANALYTICS ACCOUNT NUMBER

UA->XXXXXX-Y

Enter your [Google Analytics Account Number](#) to enable Google Analytics on your site.

AMAZON ASSOCIATES ID

xxxxxxxx-20

When adding Amazon items to your pages, entering your Amazon associates ID allows you to collect revenue for the items you sell.

GOOGLE RECAPTCHA

Enter your [Google reCaptcha API Keys](#) keys to add spam and abuse protection to your forms. [Learn more](#)

Site Key

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Secret Key

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

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.



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

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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

The screenshot displays the Google Analytics Admin interface. At the top left, the 'Analytics' logo is visible. The breadcrumb trail shows 'All accounts > Amanda Basse Test Pro...'. The current account is 'Amanda Basse Test 1'. A search bar contains the text 'Try searching "Admin"'. Below the account information, there are tabs for 'ADMIN' and 'USER'. The 'ADMIN' tab is active. On the left side, there is a vertical navigation menu with various icons. The main content area is divided into two sections: 'Property' and 'Data Streams'. In the 'Property' section, there is a '+ Create Property' button with a red arrow pointing to it. Below this, there is a list of property settings: 'Setup Assistant', 'Property Settings', 'Property User Management', 'Data Streams' (highlighted), 'Data Settings', 'Data Import', 'Default Reporting Identity', 'Property Change History', and 'Data Deletion Requests'. The 'Data Streams' section is titled 'Data Streams' and has tabs for 'All', 'iOS', 'Android', and 'Web'. Under the 'All' tab, there is one data stream listed: 'Amanda Basse Test Site' with the URL 'https://www.amandabasetest.com'.

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.amandabasetest.com

Name, Time Zone and Currency

ADMIN

USER

Create property



1 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
***Navigate to your Firebase account** if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Amanda Basse Landing Pages

Reporting time zone

United States

(GMT-04:00) New York Time

Currency

US Dollar (USD \$)

You can edit these property details later in Admin

[Show advanced options](#)

99 more properties can be created on this account.

Next

Answer Property Questions

2 About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Select one ▾

Business size

- Small** - 1 to 10 employees
- Medium** - 11 to 100 employees
- Large** - 101 to 500 employees
- Very Large** - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales
- Measure app installs
- Measure lead generation
- Other

Create

Previous

Events

A dark blue diagonal gradient bar that starts at the bottom left and extends towards the top right, covering the lower half of the page.

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

 You can now create and manage custom dimensions and metrics in Custom definitions.

Dismiss

Try it now

Modify event

Create event

Existing events

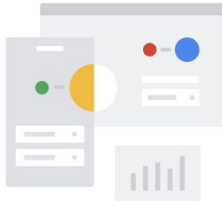


Event name ↑

Count % change

Users % change

Mark as conversion 



Integrate the SDK or set up tagging to start getting event data. You'll see your first event reports here within 24 hours.

 [Learn more](#)

In the meantime, you can use DebugView to see events logged by your development devices in realtime.

 [DebugView Report](#)

× Create events

Amanda Basse Test Site

Custom events

Create

No custom events yet. Click "Create" to begin. [Learn more](#)

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

[Add modification](#)

Following conditions

<input type="text"/>	Value
<input type="text"/>	<input type="text"/>



Finding Your Data

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

Google Analytics Home Page

The screenshot shows the Google Analytics Home Page. At the top, there is a navigation bar with the Google Analytics logo, a search bar containing "Try searching 'Top countries by users'", and utility icons for notifications, grid, help, and settings. A notification banner at the top right reads: "We're excited to announce the new Google Analytics, designed to give you the essential insights you need to be ready for what's next. You can access the new Google Analytics experience by setting up a Google Analytics 4 property, formerly known as 'App + Web' property." with "Dismiss" and "Learn" buttons.

The main content area is titled "Google Analytics Home" and features a left-hand navigation menu with sections for "Home", "Customization", "REPORTS", and "Attribution BETA". The "REPORTS" section includes "Realtime", "Audience", "Acquisition", "Behavior", and "Conversions".

The central dashboard displays a line chart titled "Users" with tabs for "Users", "Revenue", "Conversion Rate", and "Sessions". The chart shows data for the last 7 days (01 Apr to 07). The Y-axis ranges from 0 to 4K. A red arrow points from the "Users" tab to the chart. Another red arrow points from the "Active Users" section on the right to the chart's data line.

On the right side, there is a "REAL-TIME REPORT" section with a blue background. It displays "Active Users right now" as a large number "6". Below this is a "Page views per minute" bar chart and a "Top Active Pages" section. A red arrow points from the "Active Users" label in the real-time report to the "Users" tab in the main chart.

At the bottom of the main chart area, there is a "Last 7 days" dropdown menu and a link to "AUDIENCE OVERVIEW".

Finding Your Data

Customization

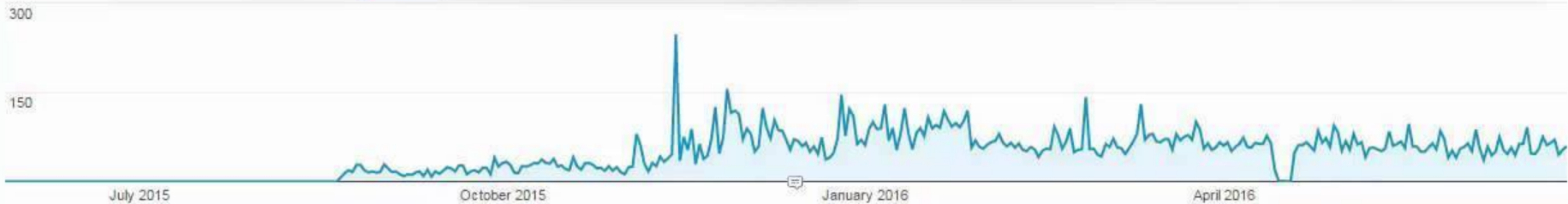
REPORTS

- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals

Primary Dimension: Source / Medium Source Medium Keyword

Plot Rows Secondary dimension Sort Type: Default

		Acquisition
		Users ? ↓
<input type="checkbox"/>	Medium ?	267,105 % of Total: 100.00% (267,105)
<input type="checkbox"/>	1. organic	160,811 (56.23%)
<input type="checkbox"/>	2. (none)	47,787 (16.71%)
<input type="checkbox"/>	3. referral	47,400 (16.57%)



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

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Pie] [List] [Filter] [Export] [Print]

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 (4.28%)	\$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. leapingbunny.com / referral	896 (5.08%)	94.98%	752 (5.44%)	20.94%	4.67	00:03:00	1.02%	9 (2.97%)	\$259.46 (1.99%)

Understanding Your Data

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards and to the right, filling the bottom right portion of the slide.

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

<input type="checkbox"/>	Source / Medium ?
<input type="checkbox"/>	1. (direct) / (none)
<input type="checkbox"/>	2. google / cpc
<input type="checkbox"/>	3. google / organic
<input type="checkbox"/>	4. linkin.bio / referral
<input type="checkbox"/>	5. Rf / email
<input type="checkbox"/>	6. RR Jan / email
<input type="checkbox"/>	7. bing / organic
<input type="checkbox"/>	8. instagram / social
<input type="checkbox"/>	9. dor / referral
<input type="checkbox"/>	10. RR email /

Conclusion

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

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

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