

Adding Google Analytics to Site

1. Navigate to www.google.com/analytics
2. In the top right hand corner, click on 'Create an Account'.
3. Follow the steps to create an account.
4. Once you create an account, navigate back to www.google.com/analytics
5. In the top right hand corner, click on 'Access Google Analytics'.
6. You will now be viewing your Analytic dashboard.
7. At the top of the webpage, click on 'Admin'.
8. In the left hand column, under 'Account', use the dropdown to choose 'Create New Account'.
9. Name the account and website name. Paste in the website URL. Fill in all other Settings.
10. Click on 'Get Tracking ID'.
11. Accept the Terms.
12. Google will provide you with code to place in the head content of your site. Please feel free to email me with this code. I can then add this to your website for you. Otherwise, navigate to your website and sign in. In Site Manager -
13. – Click on 'System Settings' under 'Configure'.
14. Switch to the 'Template' tab.
15. In the 'Head Content' field, paste the code that Google provided.

This completes the Analytics integration onto your site. For assistance with how to read your Analytics, I recommend reading Google's help articles.

<https://support.google.com/analytics/?hl=en-GB#topic=3544906>