

## Google Analytics:

How to setup Google Analytics for your website

**By: ideaLEVER Solutions**

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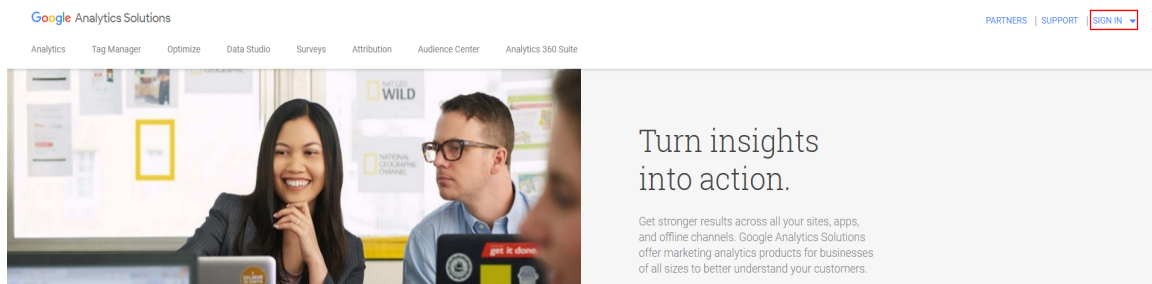
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## Getting Started:

1. Visit <http://www.google.com/analytics/>

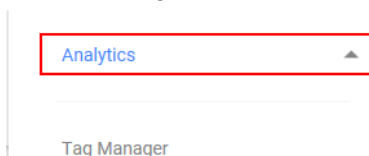


2. **Sign In** using your Google Account information.

**Note:** If you have a Google Account - **sign in** with your registered Google email and password, and then proceed to Step 3. If you do not have a Google Account, you will need to create one for use of Google Analytics for your website:

## To create a Google Account:

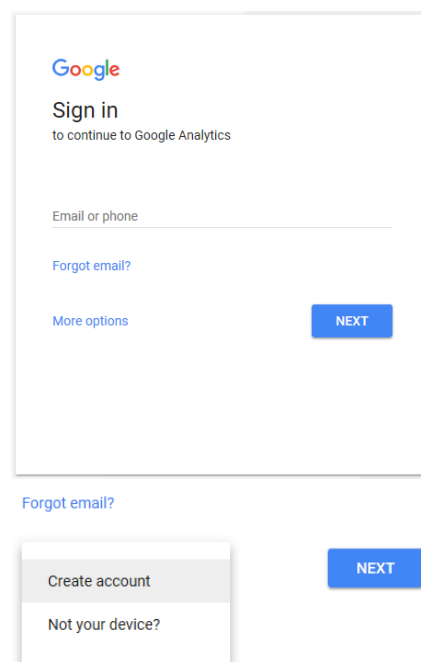
- A. Click the **SIGN IN** link and navigate to **analytics**:



This will present the Sign in screen, similar to the right-side image:

- B. Click '**More options**'
- C. Click '**Create account**'
- D. Follow the instructions Google provides to create your new account.

Once you have completed this step, return to **Step 2** and **Sign In** using your new Google account information.



## Important Note:

It is *strongly* recommended that you create a new email account for Google Analytics, using your company domain name, to then create your Google Account for Google Analytics. Do not use a personal Gmail email address related to one individual alone. Some examples:

- [Google@yourdomainname.com](mailto:Google@yourdomainname.com)
- [Analytics@yourdomainname.com](mailto:Analytics@yourdomainname.com)


This is so that more than one person at your company can retrieve your company's Google Analytics login information if ever needed. The ownership of a google analytics account should be by the company, for the company, and not for one individual's use alone. This provides the company as well with a method of retrieving their company Google Analytics login information should it ever become lost by any individual member.

## Start using Google Analytics

Once you have successfully signed in to your company's Google account, you are now ready to Sign Up to Google Analytics.


Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics




All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

Sign up

Sign up now, it's easy and free!  
Still have questions? [Help Center](#)

Click the **Sign up** button

## New Account

The next screen presents you with **New Account** options. Please follow the instructions provided by Google to complete these next steps.

### New Account

What would you like to track?

Website	Mobile app
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Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

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**Note: When setting up your Google Analytics Tracking ID, please ensure you are creating a Traditional Google Analytics property ID and not a G4A Setup. Traditional Google Analytics Property ID resemble the following: UA-XXXXXXXXX-X**

**The latter option is not supported by SiteCM / CommerceCM at this time.**

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## Setting up your account

Complete the remaining essential fields below:

Setting up your account

**Account Name** required

Accounts are the top-most level of organization and contain one or more tracking IDs.

My New Account Name

Setting up your property

**Website Name** required

My New Website

**Website URL** required

http:// Example: http://www.mywebsite.com

**Industry Category** ?

Select One

**Reporting Time Zone**

United States (GMT-07:00) Pacific Time

- A. Provide your account with an **Account Name**.  
*Eg [My Company Name].*
- B. Provide your **Website Name**:  
*Eg. [My New Website Name].*
- C. Provide your **Website URL** as shown in the example:  
*Eg: <http://www.mysite.com>.*
- D. Select your **Industry Category**.
- E. Select your **Reporting Time Zone**.

## Data Sharing Settings

### 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 provide and maintain 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** RECOMMENDED

Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*

☒ **Benchmarking** RECOMMENDED

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication 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.

☒ **Technical support** RECOMMENDED

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** RECOMMENDED

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.

[Learn how Google Analytics safeguards your data.](#)

The data sharing options section give you more control over sharing your Google Analytics data. Choose which optional data sharing options you would like to take advantage of. For more information regarding each option, click the Learn more / Show example links provided by Google.

## Get Tracking ID button

Once you have completed and selected all applicable fields under the New Account section, click the Get Tracking ID button to obtain your Google Analytics tracking code for your website.

Get Tracking ID

Cancel

## Google Analytics Terms of Service Agreement

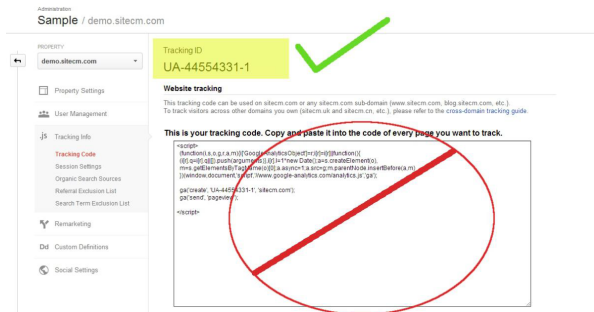
The next step is to **read and agree** to the **Google Analytics Terms of Service Agreement**.

Google will then process your request, creating a **Tracking Code** for your website.

**Note:** *you must agree to Google's Terms of Service Agreement in order to proceed with the Setup of Google Analytics for your website.*

## Final Steps - Email ideaLEVER Solutions

Once you are looking at the Analytics Administration page below, **email the provided Tracking ID** to an [ideaLEVER Support Specialist](#). *Do not copy and paste the tracking code provided to every page on your website you want to track.*

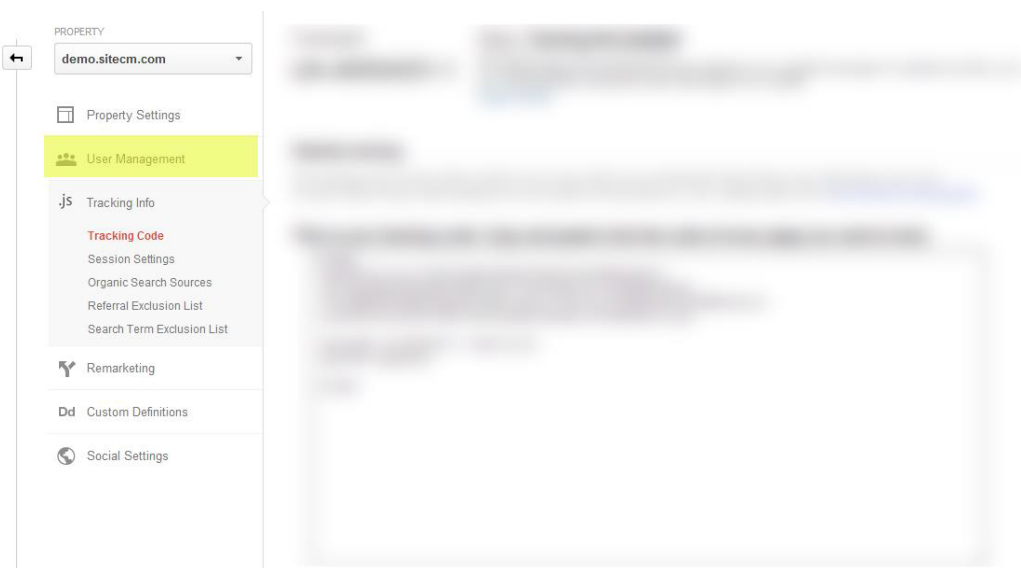


1. Do not copy and paste the tracking code into your SiteCM pages. Doing so will cause inaccurate Google Analytics reporting.
2. Once ideaLEVER has received your Tracking ID from you, we will add it to your website's configuration section. There is no cost to do so.
3. The instruction provided by Google to copy and paste **are not** applicable to your website.

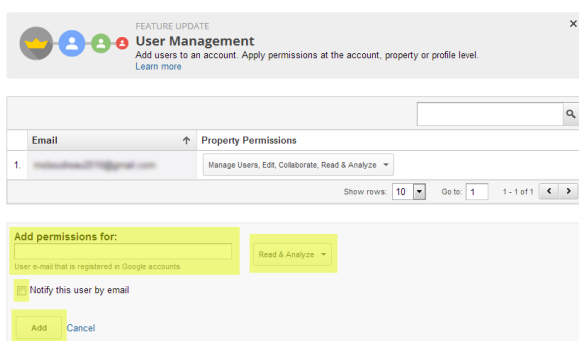
## Add IdeaLEVER Solutions as an Property User

You can now set ideaLEVER up as a User on your Analytic Account. This way we can help you track your website stats, and share our advice regarding your Analytics information.

Click the **User Management** link shown highlighted below:



## User Management



The User Management section allows you to add additional Users to your Google Analytics Account, and to set their applicable Permissions, or access to your Analytics Account itself.

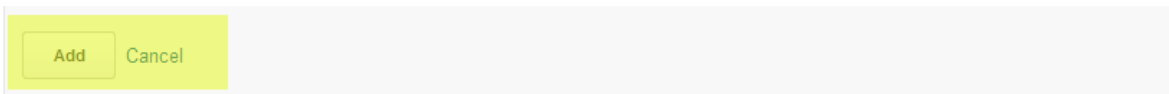
**Note:** Adding ideaLEVER Solutions as a User does not provide access to us to your Gmail Email account, or other related services.

## To Add a User

- A. Type the email address you would like to allow access to your Analytics Account. Our Google Analytics email address is: [Google@idealever.com](mailto:Google@idealever.com)
- B. Choose your new User's applicable permissions:
  - a. **Manage Users:** Provides the User with access to the User Management section.
  - b. **Edit:** Provides User with the ability to edit User Information.
  - c. **Collaborate:** Users are able to collaborate accounts. See Google help for details.

- d. **Read & Analyze:** A user with no additional privileges. Choose this option to create a basic user.

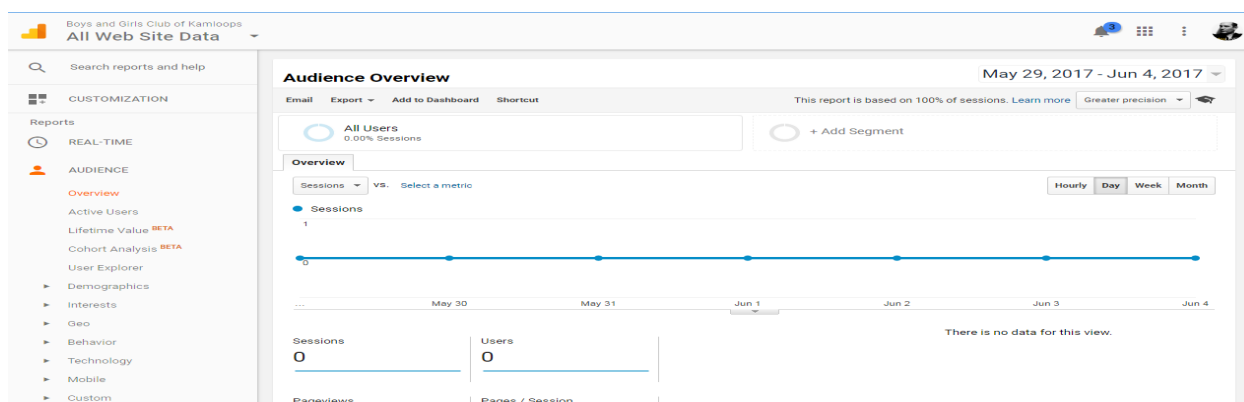
C. Click the **Add** button to add the New User to your Analytics Account.



## Account Reporting Page

**Congratulations** - Your Google Analytics setup has been completed. Click on **Reporting** located in the top banner to view your reports.

**Note:** Google will start tracking your website immediately, with Reports becoming available within 24 hours.



If you need any further information or would like to book a session to understand Google Analytics reports, please do not hesitate to contact us directly at: [support@idealever.com](mailto:support@idealever.com).