

How to Set Up Google Analytics From Scratch



6 Simple Steps to Start
Tracking Metrics That Matter
For Business Growth

Data drives every business decision. It's hard to overstate the impact business analytics has on a company's performance.

In fact, [McKinsey Global Institute](#) found that data-driven organizations are 23 times more likely to acquire customers, six times as likely to retain their customers, and 19 times more likely to be profitable.

One of your best tools for collecting data on your prospects and customers is Google Analytics.

Regardless of your industry, your business type, and the size of your company, you need to use Google Analytics on your website.

Why You Need to Set Up Google Analytics ASAP



A lot of marketing professionals feel overwhelmed by the thought of getting into the Google Analytics platform. And that's a valid feeling.

Honestly, there are so many different features and aspects of the service, so naturally users get confused and frustrated when they're first using it.

But the advantages of setting it up and using it are unparalleled.

Benefits of Google Analytics For Your Business

Low Cost

There are seemingly an infinite number of business data solutions available for all businesses. And most of them are costly.

If you don't have the budget or just want to allocate your budget elsewhere, you can do that because Google Analytics, arguably the most comprehensive analytics platform, is completely free.

You can upgrade to Google Analytics 360 for premium features, but the free version delivers plenty of insights for no charge.

Real Time Data

Time is money. And as you're launching new campaigns, you need to see what the results are.

It's especially helpful if you have to monitor the results in real time.

Google Analytics is collecting data on a continuous basis and showing you how visitors engage with your site in real time.

This allows you to see direct correlations between your changes and changes in visitor behavior.

Data Visualization

A bunch of numbers in a spreadsheet is hard to understand.

Data visualization, on the other hand, turns your data into engaging graphs and other visual elements.

When you see data presented in graphs, lists, and charts, you are better able to identify patterns and trends associated with your metrics.

You can also compare data sets, which helps you draw key conclusions about specific initiatives you took.

How Google Analytics Works

The longer you delay setting up Google Analytics for your website, the more data you're losing out on. The platform cannot collect historical data if your account is not given access to your website.

That's an important point to make in order to understand exactly how the service works. You need to give Google access to your website.

Grant access by including a block of JavaScript code on your webpages. Here's how the tracking code works:

1. A person views a page on your website.
2. The JavaScript code references a JavaScript file.
3. That file executes the tracking operation, retrieving data about the page request.
4. This information is sent to the analytics server through a list of parameters attached to a single-pixel image request.



The data that the platform uses in your reports comes from three different sources:

- » The HTTP request of the user: This delivers details about the browser being used and the computer making the request (e.g., language, hostname).
- » Browser/system information: The DOM shows information about the system and browser being used, including screen resolution, Flash support, etc.
- » First-party cookies: The platform sets and reads these cookies on people's browsers to collect information about the user session and any ad campaign associated with the page request.

For a more in-depth look at how tracking code works, check out [Google's Tracking Code Overview Guide](#).

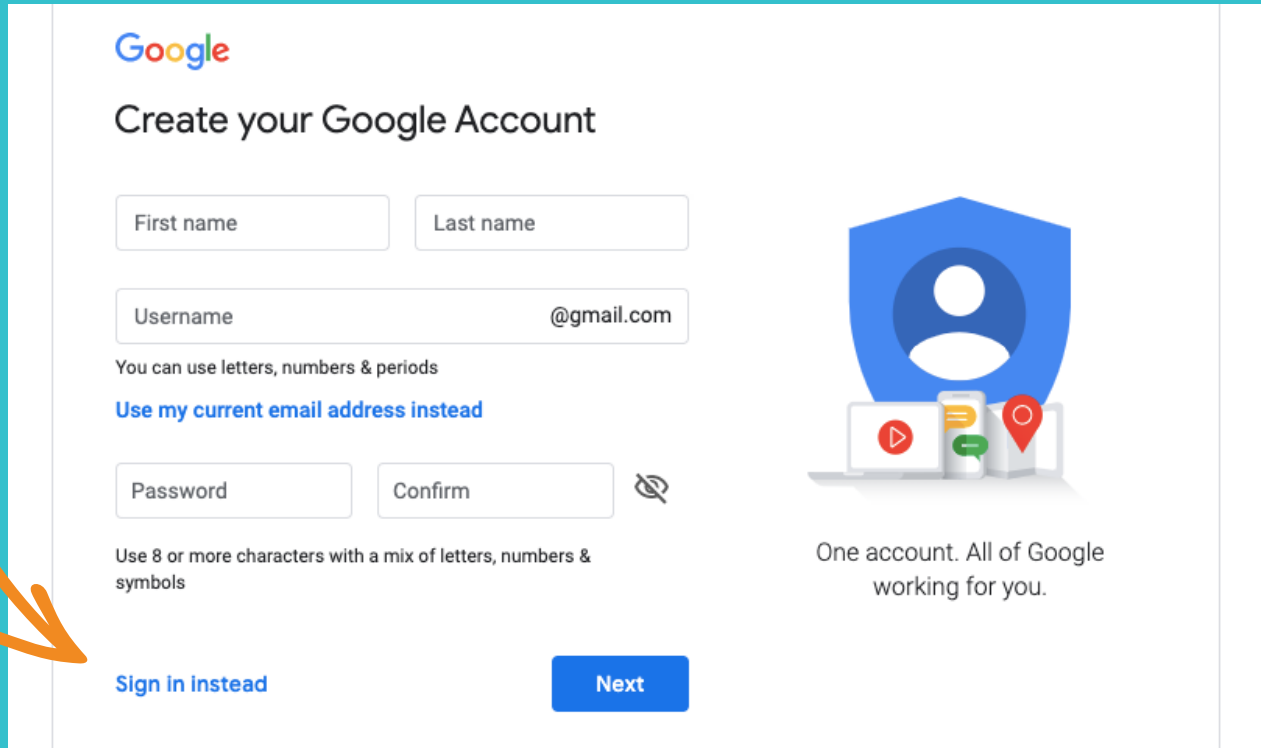
6 Steps to Set Up Your Google Analytics For Your Website



1. Create a Google Account.

Navigate to the [Create Your Google Account](#) and fill out the appropriate fields. Doing this will set you up with a new Gmail account.

NOTE: If you already have a Google account, you can move to the next step. Just make sure you're signed into the account you want associated with your Google Analytics account.



The screenshot shows the 'Create your Google Account' page. It features input fields for 'First name', 'Last name', 'Username', and 'Password', along with a 'Confirm' field and a 'Next' button. A large orange arrow points from the left side of the page towards the 'Next' button. To the right of the form is a graphic of a blue shield with a white person icon, and below it, a laptop displaying various Google services icons (YouTube, Gmail, Maps). The text 'One account. All of Google working for you.' is positioned below the graphic.

Google

Create your Google Account

First name Last name

Username @gmail.com

You can use letters, numbers & periods

[Use my current email address instead](#)

Password Confirm

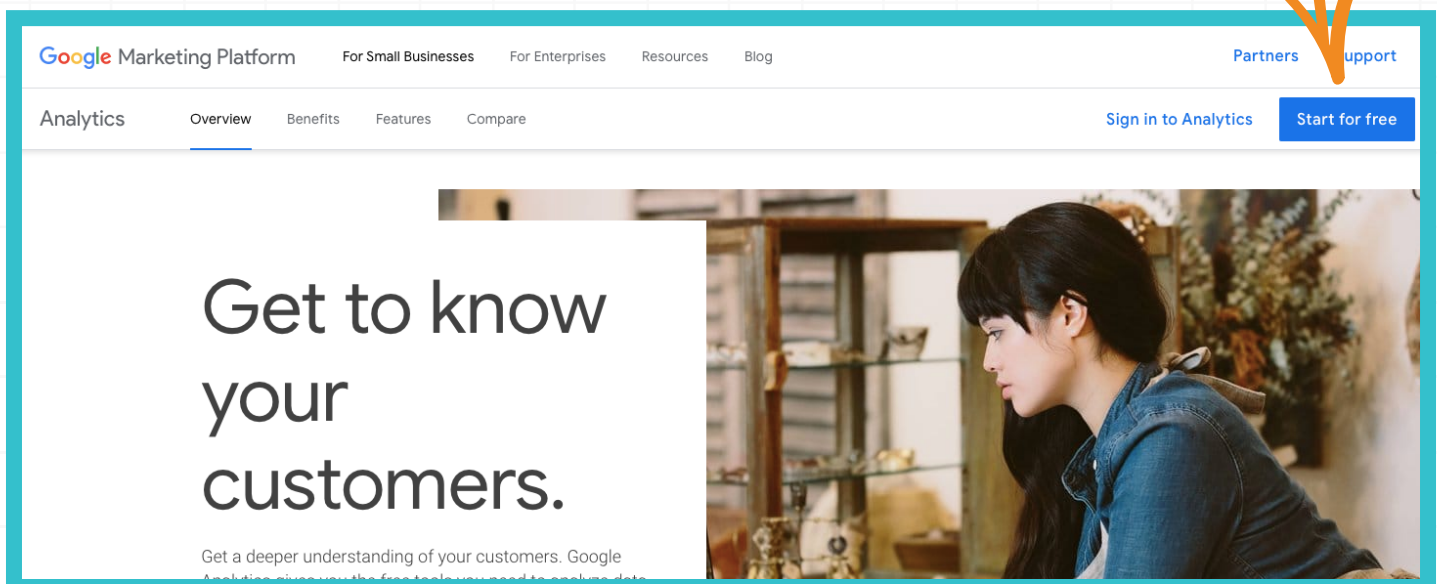
Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in Instead](#) [Next](#)

One account. All of Google working for you.

2. Navigate to the Google Analytics Webpage.

Stay logged into your Google account, then go to the [Google Analytics page](#). Click "Start for Free." If you're not signed in, it will require a sign-in for your Google account.



The screenshot shows the Google Analytics webpage. The header includes the Google Marketing Platform logo and navigation links for 'For Small Businesses', 'For Enterprises', 'Resources', and 'Blog'. The main navigation bar includes 'Analytics', 'Overview', 'Benefits', 'Features', and 'Compare'. The 'Sign in to Analytics' button is highlighted. The main content area features a large heading 'Get to know your customers.' and a subheading 'Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data.' An orange arrow points from the right side of the page towards the 'Start for free' button.

Google Marketing Platform For Small Businesses For Enterprises Resources Blog

Partners Support

Analytics Overview Benefits Features Compare

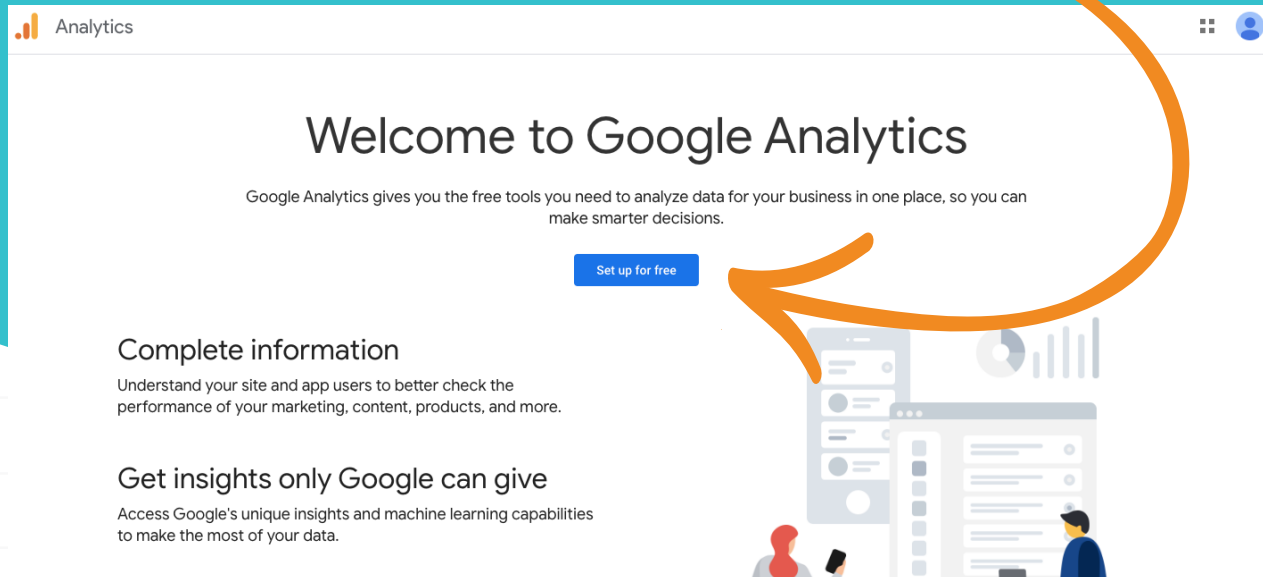
[Sign in to Analytics](#) [Start for free](#)

Get to know your customers.

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data.

3. Start Your Setup Process.

- A** Once directed to a welcome page, click “Set Up for Free.”



- B** Fill out the necessary fields in each form for Account Setup, including the name of your account and data sharing settings.
- C** Then, identify what exactly you want to measure: Web, Apps, or Apps and Web.
- D** Finally, complete the Property Setup, which requires:
- » Your website's name
 - » Your website's URL
 - » Your industry
 - » Your timezone

A screenshot of the 'What do you want to measure?' setup screen in Google Analytics. The screen is titled '2 What do you want to measure?'. It features three selectable options, each with an icon and a list of benefits. The first option is 'Web' (represented by a browser icon) with the subtext 'Measure your website' and benefits: 'Understand where your users are coming from and turn data into insights', 'Analyze user behavior and optimize for your business', and 'Discover trends with performance and conversion analysis'. The second option is 'Apps' (represented by a smartphone icon) with the subtext 'Measure your iOS or Android apps' and benefits: 'Understand user growth and get insights into app behavior', 'Automatically capture key events or define your own', and 'Add web stream later to measure cross-platform behavior BETA'. The third option is 'Apps and web BETA' (represented by a laptop icon) with the subtext 'Measure your users across app and web'. A small note at the bottom of the 'Apps' section says '*Navigate to your Firebase account if you want to create a new property for an existing Firebase project'. An orange circle with the letter 'C' is overlaid on the bottom right of this screenshot.A screenshot of the 'Property setup' screen in Google Analytics. The screen is titled '3 Property setup'. It contains a 'Property details' section with several input fields. The 'Website Name' field contains 'My New Website' and has a red error message 'Value is required.' below it. The 'Website URL' field contains 'http:// example: http://www.mywebsite.com' and also has a red error message 'Value is required.' below it. The 'Industry Category' field has a dropdown menu with 'Other' selected. The 'Reporting Time Zone' field has a dropdown menu with 'United States' selected and a secondary dropdown with '(GMT-04:00) New York Time' selected. An orange circle with the letter 'D' is overlaid on the bottom right of this screenshot.

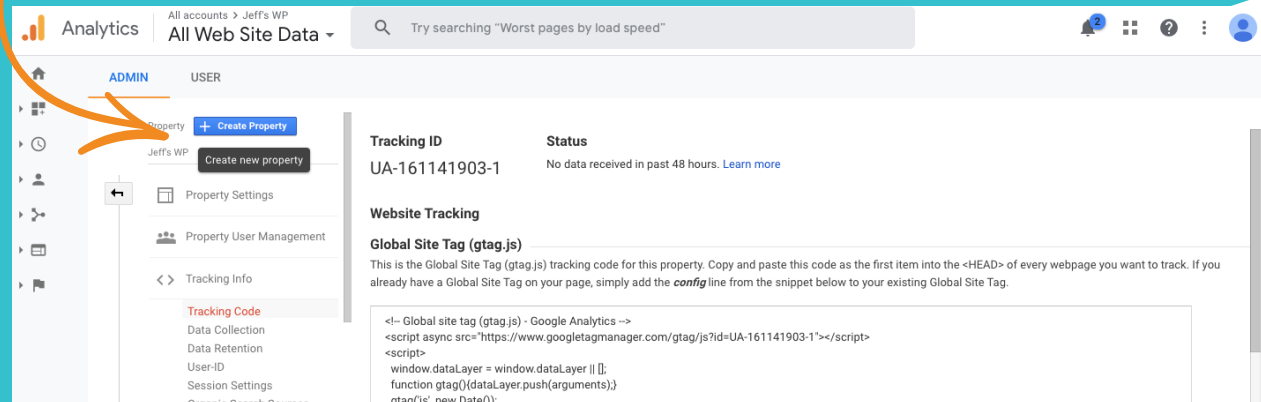
- E** Once you hit “Create,” you are required to accept service level terms and conditions. You will also be able to choose your email communication preferences.

4. Create Additional Properties (If Needed).

Your property in Google Analytics is what your unique tracking ID is assigned to, which can be a website, mobile app, blog, etc.

When you first sign up, you create your first property for your account. You can add more properties to manage within your account.

A In the dashboard, select “Create Property.”



B Select which property to measure, then add your site information. (**NOTE:** This step is similar to steps 3c and 3d.)

5. Add a Tracking Code to Your Website.

There are three options to adding tracking code to your site.

Global Site Tag

Copy and paste the code Google provided immediately after the <HEAD> tag on every webpage you want to track.

If you already have a Global Site Tag on your page, add the config line from the snippet (provided in the Global Site Tag) to your existing Global Site Tag.

Content Management System Plugins

Most CMS options are created to make this process as easy and convenient as possible. You simply need to enter your tracking ID in a single click interface.

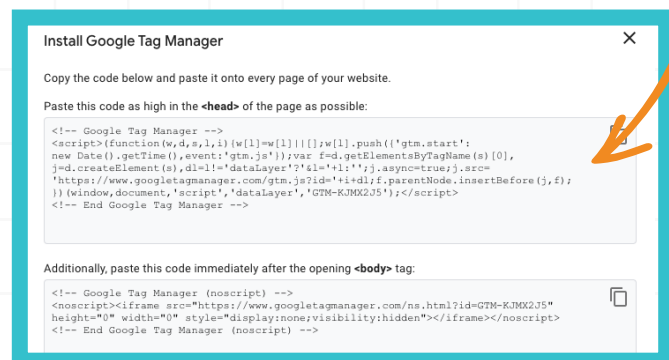
Then, the CMS handles the rest to ensure every webpage is getting tracked. This is a great option for simplicity, but if you need to get into advanced tracking, opt for Google Tag Manager.

Google Tag Manager

Go to [Google Tag Manager](#), then select “Start for Free.” Fill out the forms, which include your website URL and the name of your account.

Once you fill out the forms, you’re directed to Google Tag Manager, where you get access to the code you need to add.

You can [use Google Tag Manager](#) to further customize your website tracking, like adding events, implementing tracking across multiple domains, and addressing advanced security issues.



6. Customize Your Tracking as Needed

Now, you have all your tracking code ready to be added to your site. Dive deeper into advanced functionality if you need to.

For example, if you're managing a massive ecommerce site or conducting Google Ads campaigns, use Google Tag Manager.

THERE YOU HAVE IT!

You're all set to track how visitors engage with your site.

Make sure you know exactly what metrics to look for based on your goals. When you know your goals for your website, like driving lead generation for a specific content offer or generating sales for specific items, you can build your Google Analytics platform in a way that delivers the information you need.

You can also customize your Google Analytics dashboard for a quick view of all the metrics you want to look at on a regular basis. Either add reports to your dashboard, or you can visit the Google Analytics Solutions Gallery to import dashboards built by other users.

Start measuring website performance so you can hit your goals fast.

