

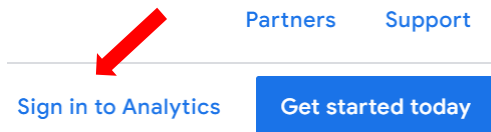
How to Sign Up for Google Analytics

Step 1: Sign In to Your Organization's Google Account

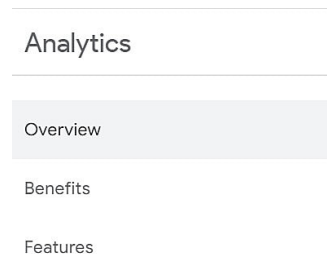
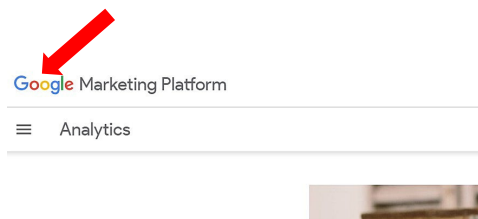
- If you do not have a Google account for your organization, create one using the following link - <https://support.google.com/accounts/answer/27441?hl=en>
- Make sure you are signed into Google using your organization's account login and password
- **NOTE:** If you have more than one Google account, you may be prompted to choose the one you want to use to set up Google Analytics

Step 2: Set Up Your Google Analytics Account

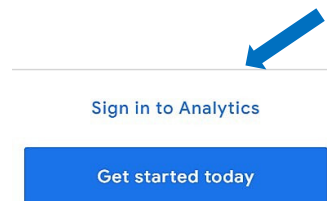
- Click the following link: <http://www.google.com/analytics>
- **NOTE:** Google Analytics is a 3rd party application, so some of the following directions may appear in a different order or with different wording
- Click the **Sign in to Analytics** button in the top right corner of your screen



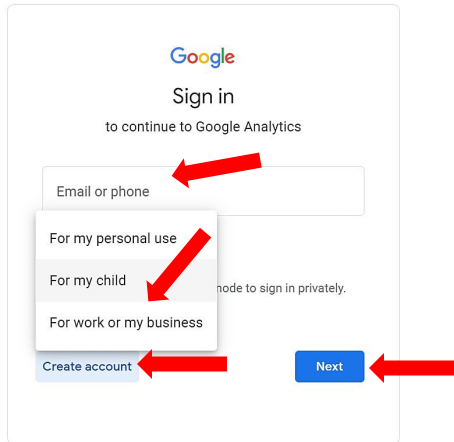
- **NOTE:** If you see the screen shown below instead, click the **3 horizontal lines** in the top left corner, then click the **Sign in to Analytics** button on the lower left side (see blue arrow below)



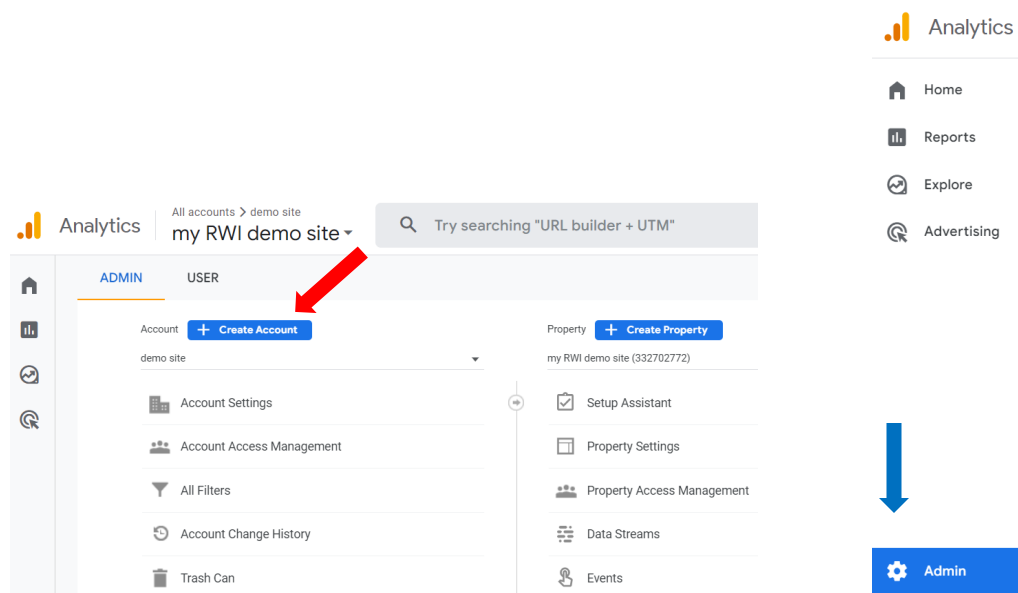
Get essential
customer
insights.



- If you see the following, **enter your Email or phone**, click the **Create account** button, click **For work or my business**, then **click the Next** button

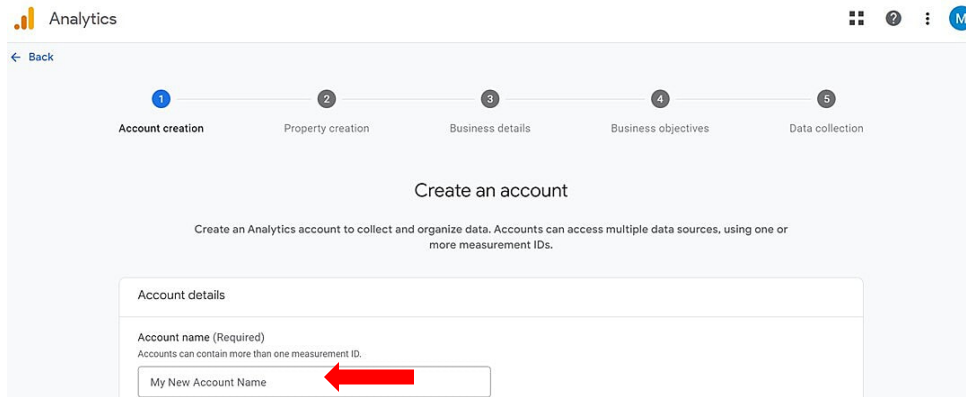


- You may see a blue pop-up box with a tip for using Google Analytics, **click the X in the top right corner of the pop-up to close**
- **NOTE:** If you do not see the screen shown below, find and click the cog icon like the one shown in the lower left corner (see blue arrow below)



- **Click the Create Account button** on the left side of the screen (see red arrow above)

- Enter the Account name in the Account details section



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Create an account

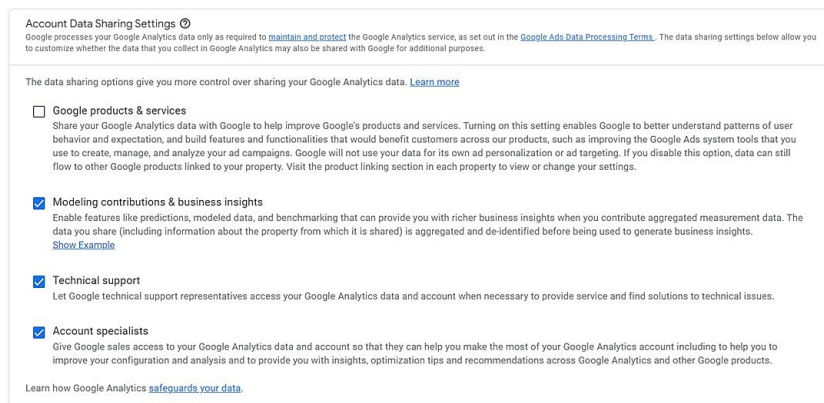
Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

My New Account Name

- Scroll down, read the Account Data Sharing Settings info, then decide which of the four boxes to leave checked (from the choices listed below that section)



Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

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

☐ Google products & services
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

☒ Modeling contributions & business insights
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [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 sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimization tips and recommendations across Google Analytics and other Google products.

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

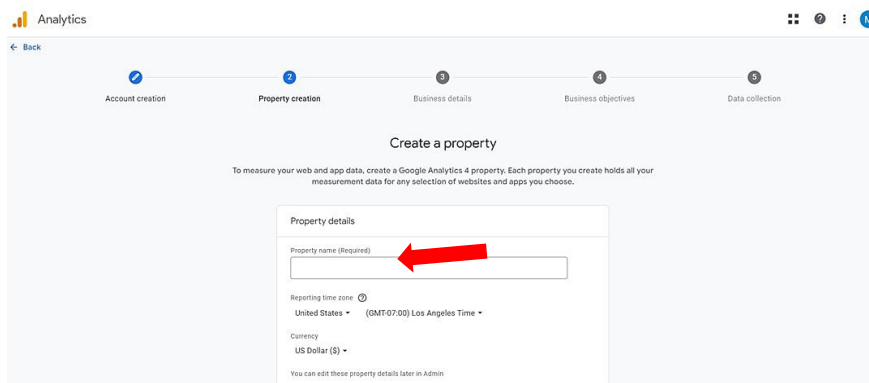
- Click the Next button

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).



Next

- Enter the Property name in the Property details section



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Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

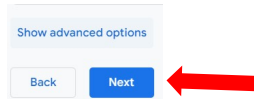
Property name (Required)

Reporting time zone ⓘ
United States (GMT-07:00) Los Angeles Time

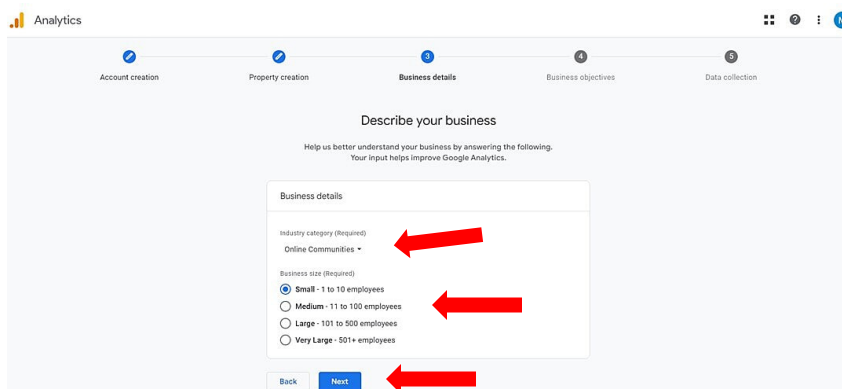
Currency
US Dollar (\$)

You can edit these property details later in Admin

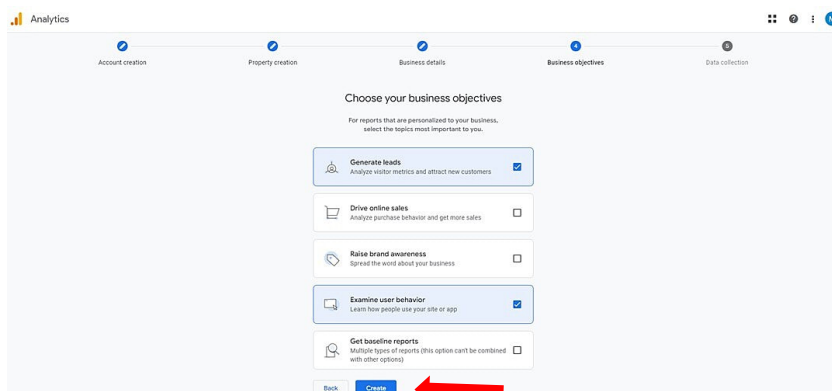
- Ignore the Show advanced options button (only used for Universal version which no longer collects data), click the **Next** button



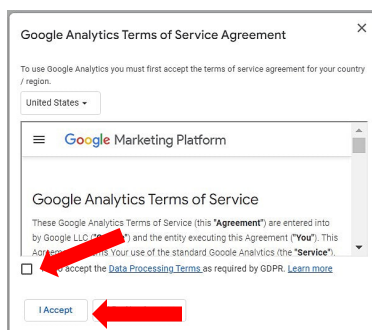
- Choose the **Industry category** that applies to your organization, click to choose **Business size**, then click the **Next** button



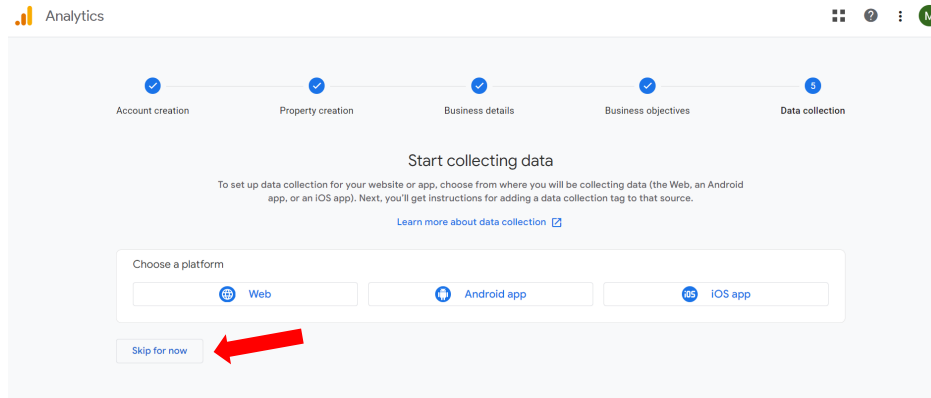
- Choose one or more of the top four objectives, or choose **Get baseline reports**, then click the **Create** button



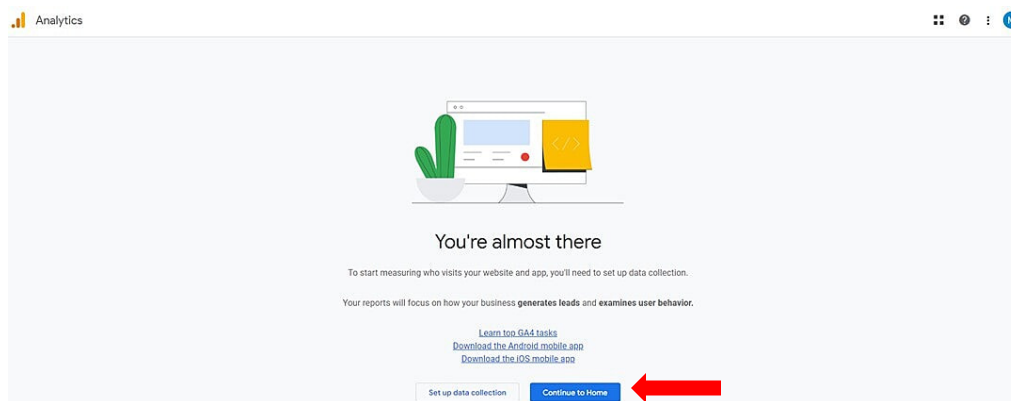
- Read the Terms of Service Agreement, read the Data Processing Terms and check the **I also accept** box, then click the **I Accept** button



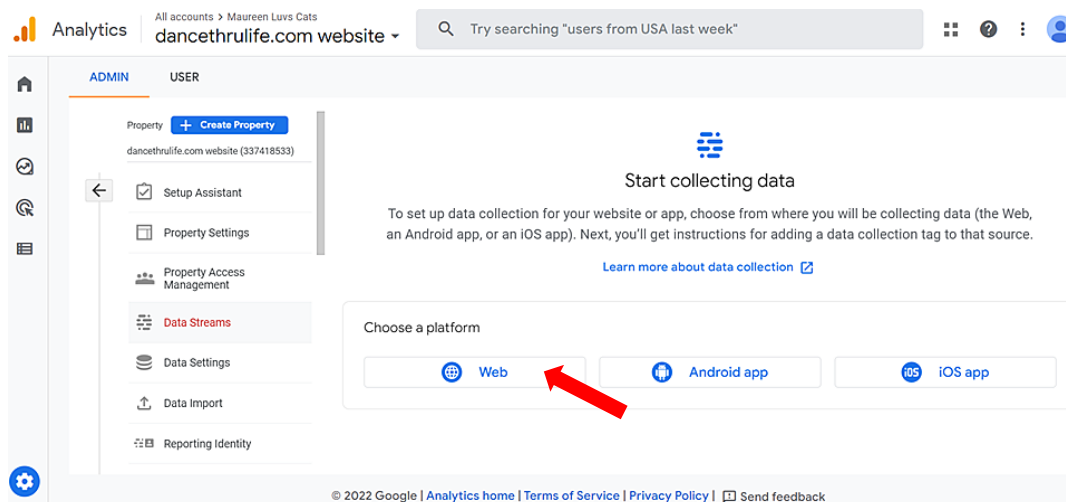
- Click the Learn more link for more information and a YouTube video, then **click the Skip for now button**



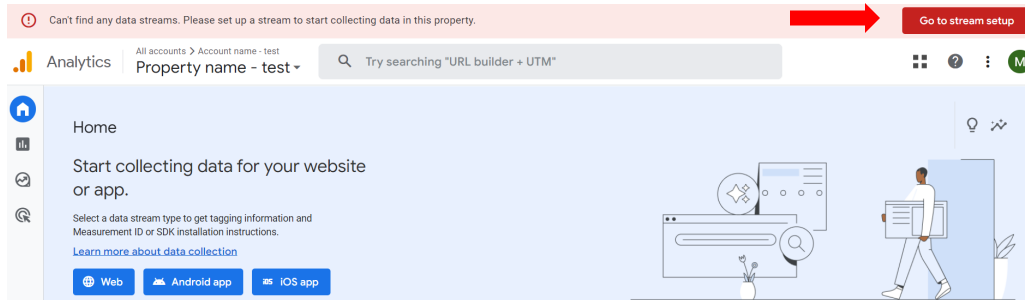
- Click the **Continue to Home button**



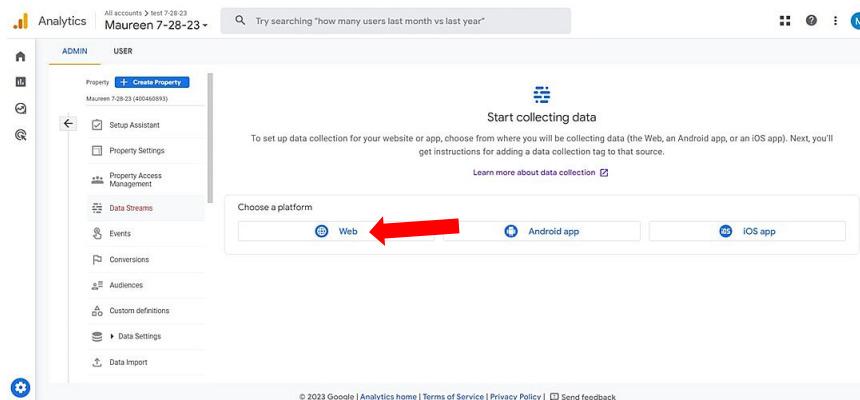
- If you see the screen below, **click the Web button**



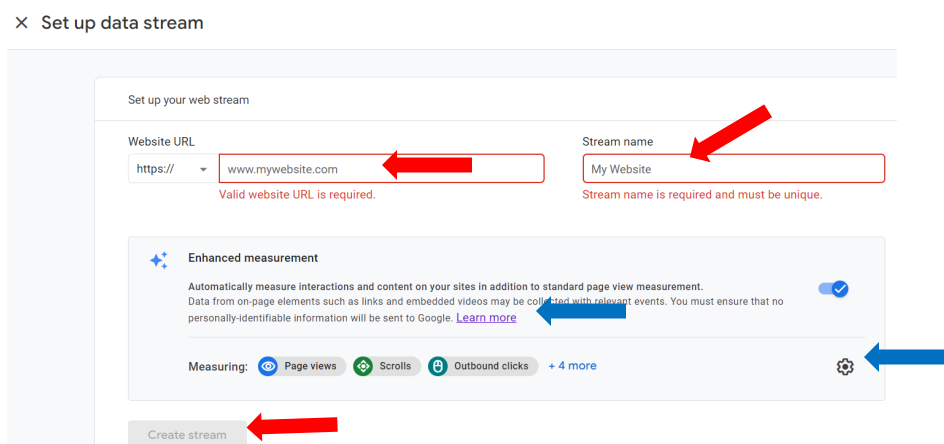
- **NOTE:** If you see the screen shown below instead, click the **Go to stream setup** button in the top right corner of the screen



- When you see the screen below, click the **Web** button



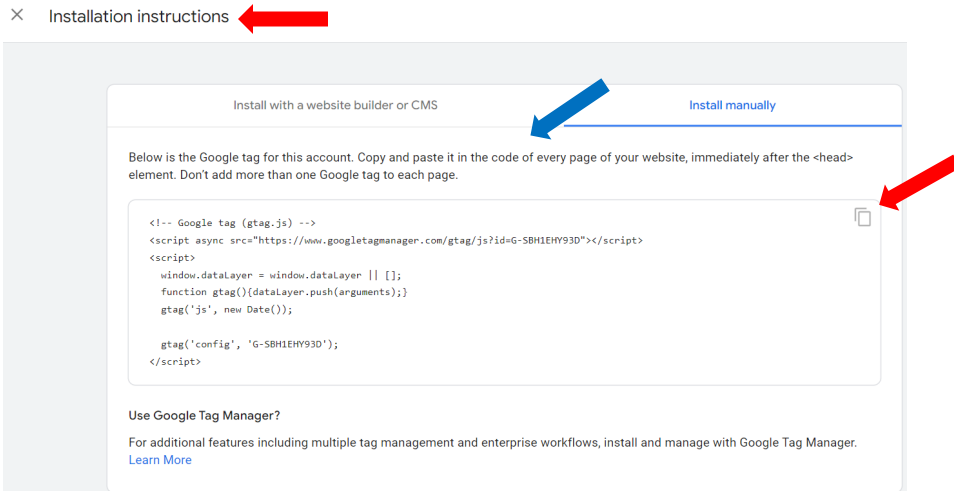
- On the Set up data stream pop-up, **enter your website URL** (without https:// at the beginning), **enter a Stream name**, then **click the Create stream button**



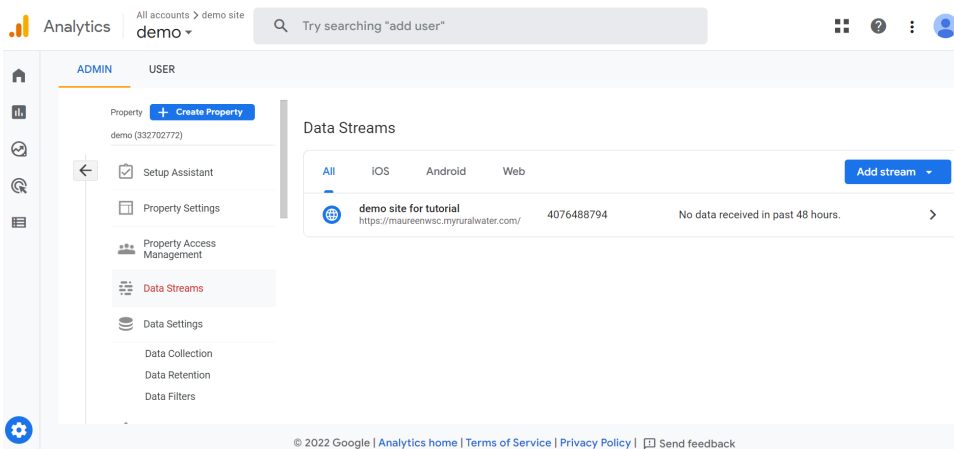
- **NOTE:** You may also **click the Learn more link**, then configure the Enhanced measurement settings as desired (see blue arrows above)

Step 3: Copy and Install Your Google Tag

- On the **Installation instructions** pop up, click the **Copy** icon in the top right corner of the box to copy the Google tag shown below



- NOTE:** You may ignore any sentence that states the Google tag must be added to each page of your website (see blue arrow above for an example). As you will learn on page 8 of this tutorial, there is only one location on your website that requires the Google tag.
- Close the **Installation instructions** and **Web Stream Details** pop ups to return to the **Google Analytics "dashboard"**



Step 4: Login to Client Dashboard on Your Website

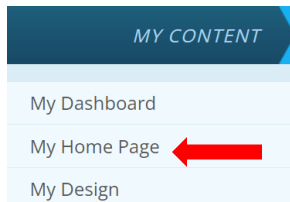
- In the lower right corner of your website's home page, you will see the word **Admin**



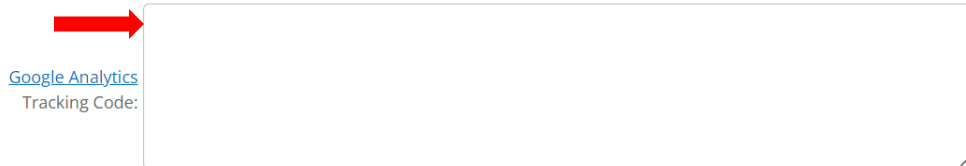
- Click that link, then login with your username and password

Step 5: Locate the Google Analytics Tracking Code Box

- Click **My Home Page** on the left side of the screen



- On the right side of the screen, scroll down to the **Google Analytics Tracking Code:** box in the **My Site Information** section, **click in the box** and **press Ctrl V** to paste the **Google Tag you copied** (in Step 3 above), then **click the Update button**



- To learn how to use Google Analytics, **click the following link** to view a Google Analytics for Beginners YouTube video

<https://analytics.google.com/analytics/academy/course/6>

NOTE: The above instructions include the basic instructions needed to set up Google Analytics. You will be able to change some of those settings after you learn more while using it.

For more detailed and advanced options, try the Google instructions using the link below

https://support.google.com/analytics/answer/9304153?hl=en&ref_topic=9303319#zippy=%2Cweb

If you have questions about this tutorial or need additional assistance with your website, please click the **CONTACT SUPPORT** button on the left side of your website's Client Dashboard. Complete the form to tell us how we can help, then click Submit. Or you may call us at (888) 551-4815. **We are here to help!**