

# Setting up Google Analytics

## Quick Reference Sheet

Setting up your Google Analytics account is quick with just few clicks. Use this mini guide to help you along the way.

If you do NOT have an existing account.

- ☐ Go to [www.google.com/analytics](http://www.google.com/analytics) and sign in with your Gmail account.

You'll be prompted to create an account. This sets up a new profile. Most people use their name or business name. Click "next" to add your first property.

- ☐ Fill out the required information, including account name, website name, industry category, and time zone. This will be your property.
- ☐ Agree to the Terms of Service and Privacy Policy by checking the corresponding boxes and clicking the "Create Account" button.
- ☐ You will be prompted to add Google Analytics tracking code to your WordPress website. Copy the entire code and paste it into the <head> section of your site's HTML code.

If you already have an existing account:

- ☐ Click on Admin > Create Account.
- ☐ Type in an Account Name.
- ☐ Select the data sharing settings choices. Click Next.
- ☐ Property Setup:
  - ☐ Provide a Property Name, Reporting Time Zone, and Currency. Click Next.
  - ☐ Provide information about your business.
  - ☐ Tick the options that apply. Click Create.

- ☐ Click "I Accept" for the terms of service agreement.
- ☐ On the GA admin setting you have two columns: Account and Property Settings.
- ☐ Setting up Data Stream. There are 3 types of Data streams: Web, iOS, and Android.
- ☐ From property settings, click on Data Streams > Web.
- ☐ Enter your website URL. Give it a Stream name. Click on Create stream.
- ☐ Add Tracking code to your site.
- ☐ Add the tracking code directly after the <head> tag on your site.