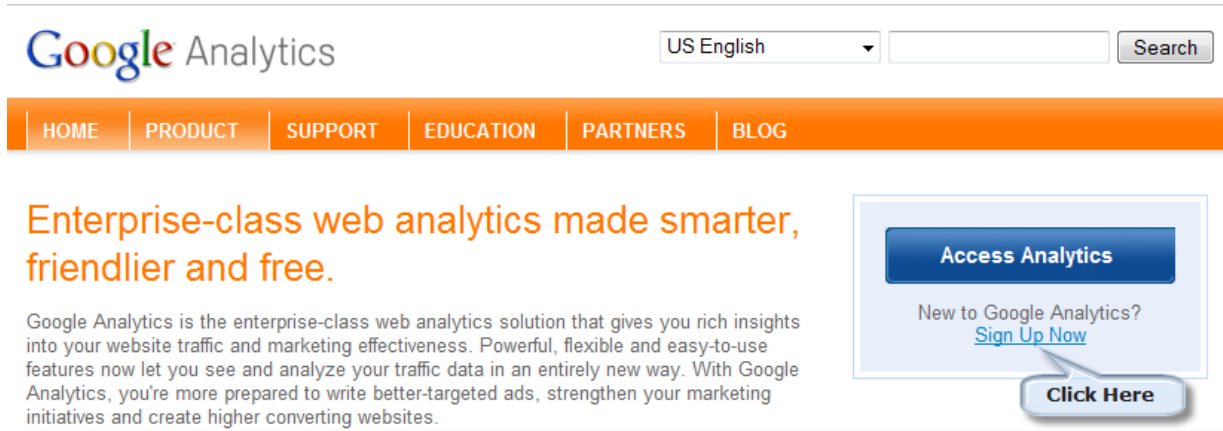


How To Set Up Google Analytics

Step 1 – Sign Up at <http://Google.com/Analytics>



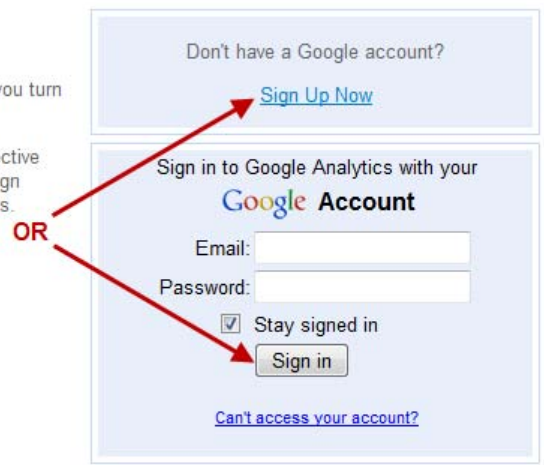
Step 2 – Sign In with your Google account OR Sign Up Now

It's easy—and free!

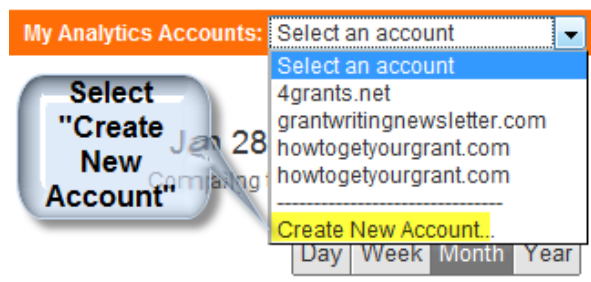
Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy—and free!



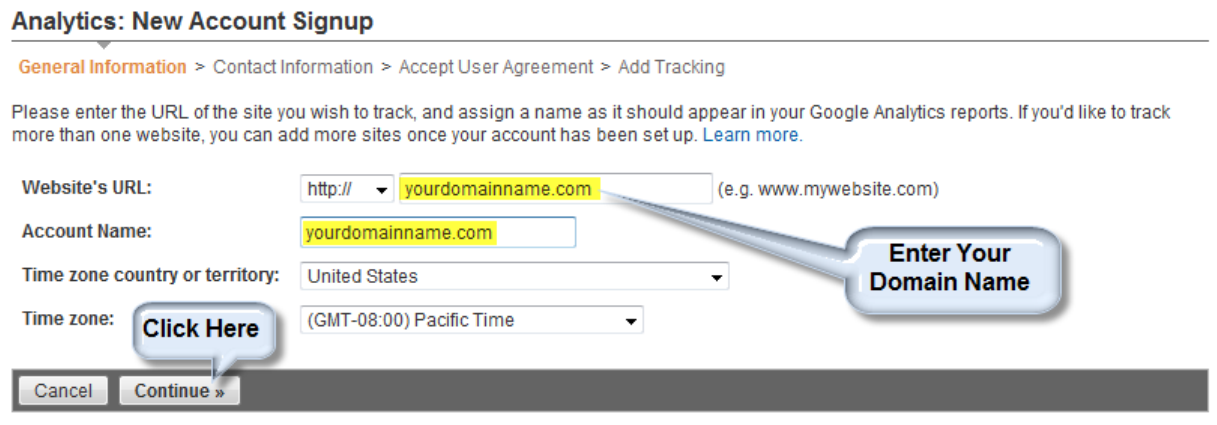
Step 3 – Select "Create New Account" from drop down menu (upper right)



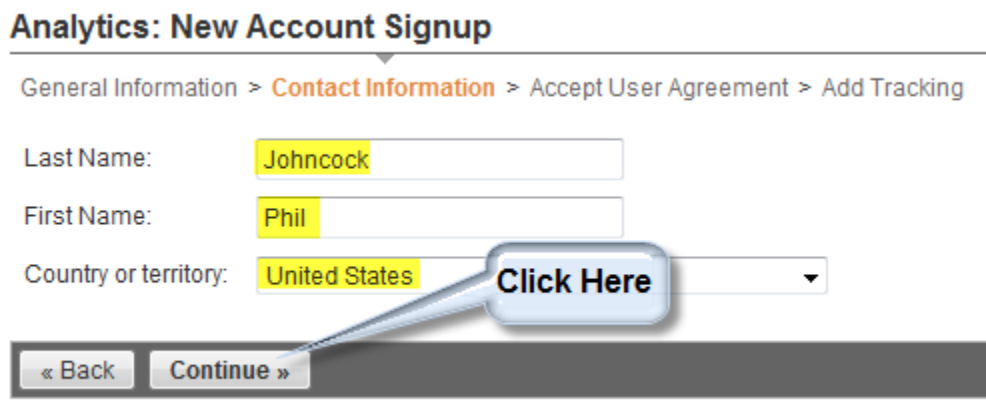
Step 4 – Click the “Sign Up >>” button



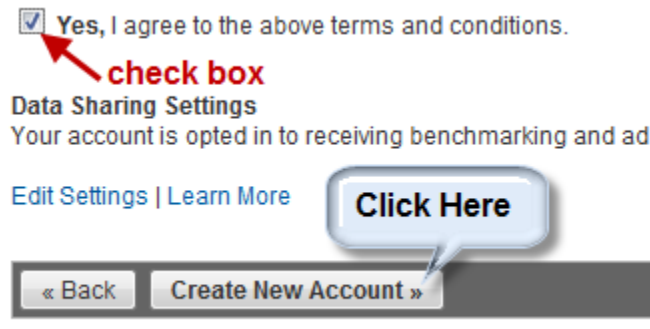
Step 5 – Enter your Website’s URL (domain name) – Click “Continue >>” button



Step 6 – Enter your Last Name, First Name and select your Country – Click “Continue >>” button



Step 7 – Read terms and conditions – Check “yes” box – Click the “Create New Account >>” button



Step 8a – *If you have a site with HTML code* ... copy the code - Paste it onto **every page** you want to track **immediately before the </body> tag** (at bottom of your code).

2 Paste this code on your site

Copy the following code, then paste it onto every page you want to track **immediately before the </body> tag**. [Learn more](#)

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.
document.write(unescape("%3Cscript src='" + gaJ
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-13272879
pageTracker._trackPageview();
} catch(err) {}</script>
```

```
155 <script type="text/javascript">
156 var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
157 document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
158 </script>
159 <script type="text/javascript">
160 try {
161 var pageTracker = _gat._getTracker("UA-13272879-1");
162 pageTracker._trackPageview();
163 } catch(err) {}</script>
164
165 </body>
166 </html>
```

**Paste Script Before
</body> tag**

Step 8b – *If you have a WordPress site ...*

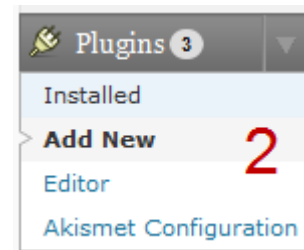
1. Copy the **UA-XXXXXXX** number from your code.
2. In your Plug In area of your dashboard, click on “Add New”
3. Type “Google Analytics for WordPress” and click on the “Search Plugins” button.
4. Click the “Install” link on the right
5. Click the “Install Now” button
6. Click the “Activate Plugin” link
7. In the Manage Plugins section, click on the “Settings” for the “Google Analytics for Wordpress” plugin
8. Paste the UA- number from #1 in your Analytics Account ID

2 Paste this code on your site

1

Copy the following code, then paste it onto every page you want to track immediately before the </body> tag. [Learn more](#)

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.
document.write(unescape("%3Cscript src='" + gaJ
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-13272879
pageTracker._trackPageview();
} catch(err) {}</script>
```



Install Plugins

3

Search | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Plugins extend and expand the functionality of WordPress. You may upload a plugin in .zip format via this page.

Search

Search for plugins by keyword, author, or tag.

Term ▾

google analytics for W

Search Plugins

Click Here

Google Analytics for WordPress 3.2.5 ★★★★★

The Google Analytics for WordPress plugin automatically tracks and segments all outbound links from within posts, comment author links, links within comments, blogroll links and downloads. It also allows you to track AdSense clicks, add extra search engines, track image search queries and it will even work together with Urchin.


In the options panel for the plugin, you can determine the prefixes t... By [Joost de Valk](#).

[Install](#)

4 [Click Here](#)

5

[Install Update Now](#)

 **Installing Plugin:**

Downloading install package from <http://downloads.wordpress.org/plugin/easy-google-analytics-for-wordpress.zip>.

Unpacking the package.

Installing the plugin.

Successfully installed the plugin

6 [Click Here](#)

Actions: [Activate Plugin](#) | [Return to Plugin Installer](#)

 **Manage Plugins**

Plugin **activated.**



Google Analytics for WordPress

[Settings](#) | [Deactivate](#) | [Edit](#)

7 [Click Here](#)

Google Analytics for WordPress Configuration

Google Analytics Settings

Analytics Account ID: [What's this?](#)

Where should the tracking script be placed?: ▼

Track outbound clicks & downloads:

Show advanced settings:
Only advised for advanced users who know their way around Google Analytics

8 [Click Here](#)

[Update Google Analytics Settings >>](#)