

Setting Up Google Analytics User Guide

SEE WHO IS VISITING YOUR WEBSITE USING GOOGLE ANALYTICS

Google analytics is the tool you use to understand how many people are visiting your website and provides some really insightful information about your customers. With Rocketspark you can also link your Google analytics account with your Rocketspark account to view a visitor summary and graph right in your dashboard.

For advice on how to increase traffic to your site we recommend you read our Rocketspark guide to search engine optimisation.

ITS EASY TO SETUP GOOGLE ANALYTICS

Rocketspark makes setting up Google Analytics very easy. There are three main setup steps:

1. Set up your own Google Analytics account.
2. Tell Google which site you want to analyse and Google will give you a tracking code (a long string of words and numbers) for that website.
3. Paste the tracking code into your Rocketspark website

STEP BY STEP SETUP INSTRUCTIONS

1. Go to www.google.com/analytics
2. Click on New to Google analytics Sign Up Now

Google Analytics

US English

Search

HOME | PRODUCT | SUPPORT | EDUCATION | BLOG

Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

Access Analytics

New to Google Analytics?
[Sign Up Now](#)

ADVANCED SEGMENTATION
Isolate and analyze subsets of your traffic with a fast interactive segment builder.

CUSTOM REPORTING
Use the drag and drop interface to see information exactly the way you want to see it.

MOTION CHARTS
Uncover insights using an interactive multi-dimensional analysis tool.

[VIEW ALL FEATURES](#)

3. If you don't already have a Google account (if you don't use gmail/googlemail) click 'Don't have a Google account? Sign up now!'. If you already have a Google account go to step 6.

The screenshot shows the Google Analytics homepage. At the top, there is a navigation bar with links for HOME, PRODUCT, SUPPORT, EDUCATION, and BLOG. Below this, the main heading reads "It's easy—and free!". To the right, there is a sign-in form with a "Don't have a Google account?" link highlighted by a red box. The form includes fields for Email and Password, a "Stay signed in" checkbox, and a "Sign in" button.

4. Enter your details in the Google accounts form to create your Google Account

Google accounts

Create an Account

Your Google Account gives you access to Google Analytics and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength](#)
Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Get started with Google Analytics

Word Verification: Type the characters you see in the picture below.



&

Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

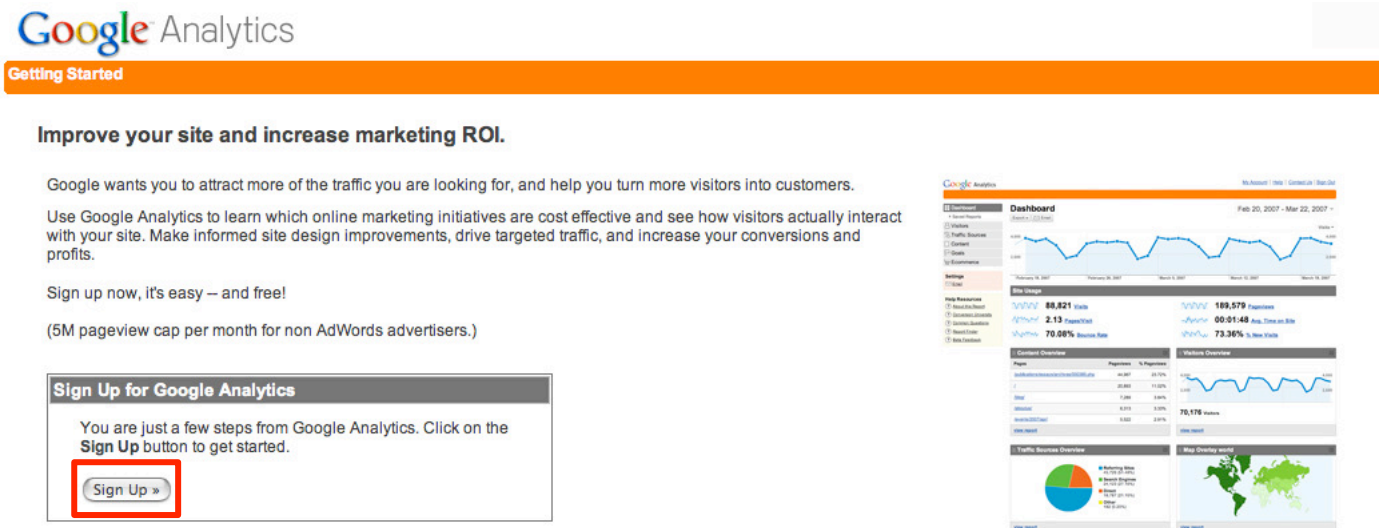
[Printable Version](#)

Google Terms of Service
Welcome to Google!
1. Your relationship with Google

- You will be sent an email by Google to verify that your email address is correct. Click on the link provided by Google to verify your account. Be sure to check your junk mail/spam folders if you can't find the email from Google.
- Sign into your Google Account



- Click the sign up button to set up Google Analytics.



8. Enter the details of your Rocketspark website and click continue

Website URL = Your website address e.g. www.yourcompany.co.nz.

Account name = The name of your business or organisation



Getting Started

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more](#).

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone: (GMT+12:00) Auckland

9. Enter your contact details and click Continue



Getting Started

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Last Name:

First Name:

Phone Number: (e.g. 123-123-1234)

Country or territory:

10. Read the Terms of Service, tick the box and click Create New Account.

GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

"Customer Data" means the data concerning the characteristics and activities of visitors to your website that is collected through use of the UTM and then forwarded to the Servers and analyzed by the Processing Software.

"Documentation" means any accompanying proprietary documentation made available to You by Google for use with the Processing Software, including any documentation available online or otherwise.

Yes, I agree to the above terms and conditions.

Data Sharing Settings
Your account is opted in to receiving benchmarking and ad service features which require access to your Google Analytics data.

[Edit Settings](#) | [Learn More](#)

11. NEXT, CLICK FINISH. DO NOT FOLLOW THE ONSCREEN INSTRUCTIONS.

Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > **Add Tracking**

New Tracking Code (ga.js)

Legacy Tracking Code (urchin.js)

Copy the following code block into every webpage you want to track immediately before the </body> tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting new features as they become available.

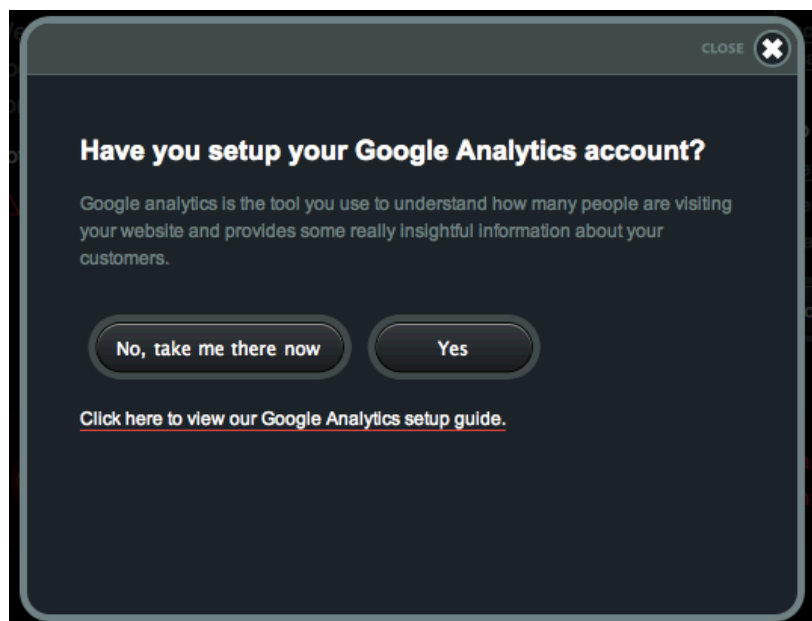
```
<script type="text/javascript">
var gajsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gajsHost + "google-analytics.com/ga.js" type="text/javascript"%3E%3Cscript>
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-9615420-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

Note: We recommend that you do not include both the new and legacy tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the legacy code remains on others.

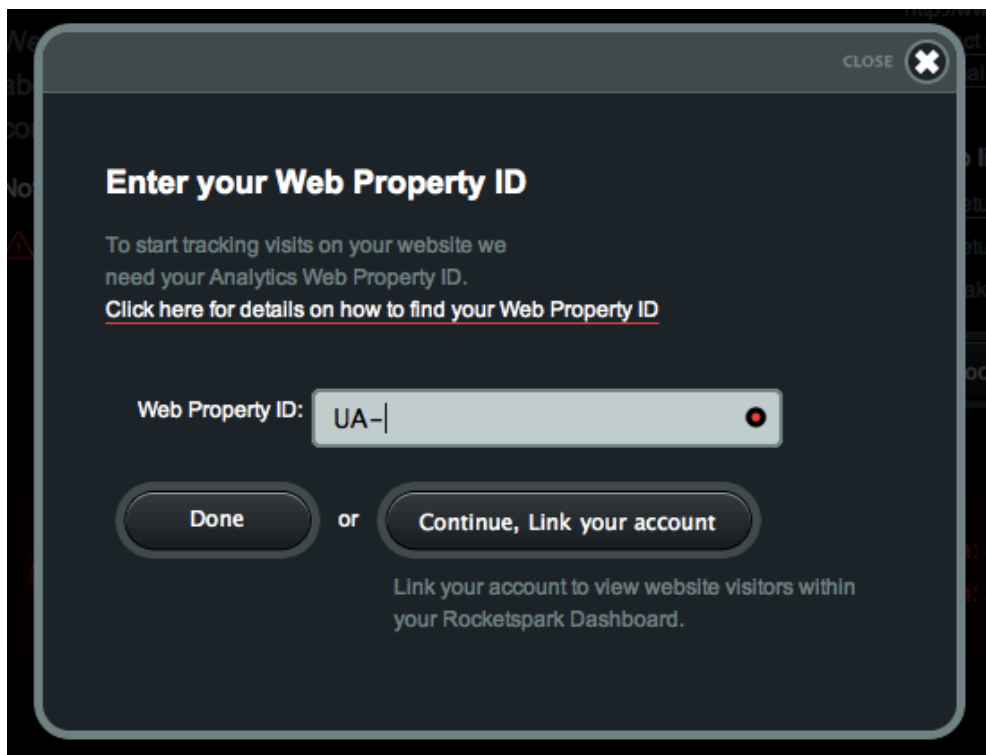
What if I'm not the person who updates the website? Email the code above and instructions to your technical team or website administrator. Once they have added this tracking code to your website, click 'Check status' from the Analytics Settings page to find out if your website is being tracked and data is being collected.

Finish

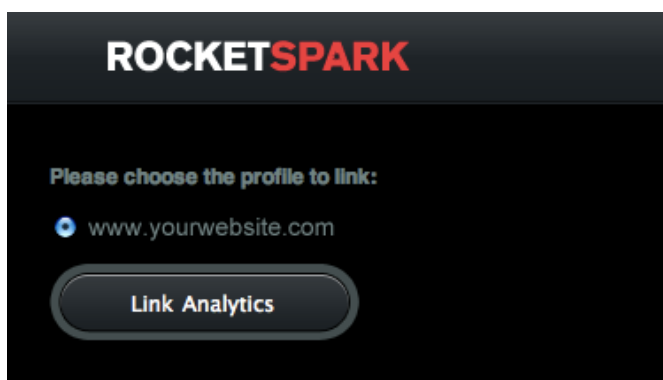
- Next, you need to find your web property ID. Your web property id (for example, UA-12345-12) should be visible on the first page you see after clicking finish. Please contact Rocketspark if you have difficulty finding your web property ID.
- Open a new window in your internet browser, go to your own website and log in to your Rocketspark dashboard. Please **don't** close the Google analytics page as you will return to it in a few steps.
- Click the "SETUP WEBSITE STATISTICS" button, then click the "Yes" button in the popup.



15. Paste your web property ID (eg UA-XXXXX-YY) into the web property ID field and click “Continue, Link your account”.
The web property ID helps Google Analytics track visitor statistics for your website.



16. In the popup that appears, click “Grant access”, then select your website and click “Link Analytics”. If you have logged out of Google Analytics you will be required to log in again.



17. Google can take up to 24 hours to start providing data in your report. You will then be able to view a visitor graph and overview when you are logged in to your Rocketspark dashboard.

VIEW MORE DETAILED STATISTICS IN GOOGLE ANALYTICS

Go back to Google Analytics. If you have accidentally closed the Google Analytics window just go to www.google.com/

analytics, click on the Access Analytics button and log in. You can now see your website in Google analytics. Google can take up to 24 hours to start providing data in your report.

Look at the icon in the status column to see where Google are up to with setting up your account. To understand what the icons mean click on the question "I've added the tracking code, but the Status column won't confirm it's receiving data. Why?"

The screenshot shows the Google Analytics interface for the account 'rocketsparktest2'. The top navigation bar includes 'Analytics Settings', 'View Reports: Click to select Website Profile', and 'My Analytics Accounts: rocketsparktest2'. The main content area is titled 'Overview » rocketsparktest2 (Edit account settings)' and shows the date range 'Jun 2, 2009 - Jul 2, 2009'. A table of website profiles is displayed with columns for Name, Reports, Status, Visits, Avg. Time on Site, Bounce Rate, Completed Goals, and Actions. The profile 'rocketsparktest2.co.nz.rocketspark.co.nz' is highlighted, with a red box around the 'View report' link and a yellow warning icon in the Status column. A red box on the left side of the page highlights a common question: 'I've added the tracking code, but the Status column won't confirm it's receiving data. Why?'. Other sections include 'Common Questions', 'Recommended for you' (AdWords), and 'Resources'.

Click View Report (see in red box above) in Google analytics to view your report. You can now see at a glance how many visitors you have had to your site, where they are from and how long they spent on your site.

The screenshot shows the Google Analytics dashboard for the account 'rocketsparktest2'. The dashboard displays a line graph of 'Visits' over time, with a peak around July 27, 2009. Below the graph, the 'Site Usage' section provides key metrics: 78 Visits, 198 Pageviews, 2.54 Pages/Visit, 78.21% Bounce Rate, 00:01:05 Avg. Time on Site, and 14.10% % New Visits. The dashboard also includes a sidebar with navigation options like 'Dashboard', 'Visitors', 'Traffic Sources', 'Content', 'Goals', 'Custom Reporting', 'Settings', and 'Help Resources'.

There are many options for getting very detailed information on visitor traffic to your website. We recommend that you click "Help" in the top right corner of Google analytics for more detailed information on using Google analytics. We particularly recommend using the Glossary in the Help menu to understand what useful items such as "Bounce Rate" actually mean.

In future you can access Google Analytics at www.google.com/analytics. Please contact us if you need any assistance.

Remember to check out our Rocketspark guide to search engine optimisation to understand ways to generate more traffic to your website.