

STEPS TO CREATING A GOOGLE ANALYTICS ACCOUNT

1

LOGIN

Go to <https://www.google.com/analytics> and login to your Google Account (or create one if you don't have one yet).

2

SIGN UP

Click on the Sign-up button. This will take you to the New Account page.

3

SELECT

Select Website from the 'What would you like to track?' options.

4

ACCOUNT NAME

Type in your business name as the Account Name.

5

WEBSITE NAME

Enter the truncated URL of your website. For example alishamcfarland.com.

6

PRECURSOR

Choose <http://> if you do not have an SSL certificate or <https://> if you do have an SSL certificate.

7

WEBSITE URL

Type in the full URL with the precursor.

8

REPORTING TIME ZONE

Select the time zone of where your business is located.

9

DATA SHARING SETTINGS

Leave all of the data sharing settings boxes checked.

10

TRACKING ID

Click the blue 'Get Tracking ID' button at the bottom to get your tracking ID, Status, and Website tracking code.