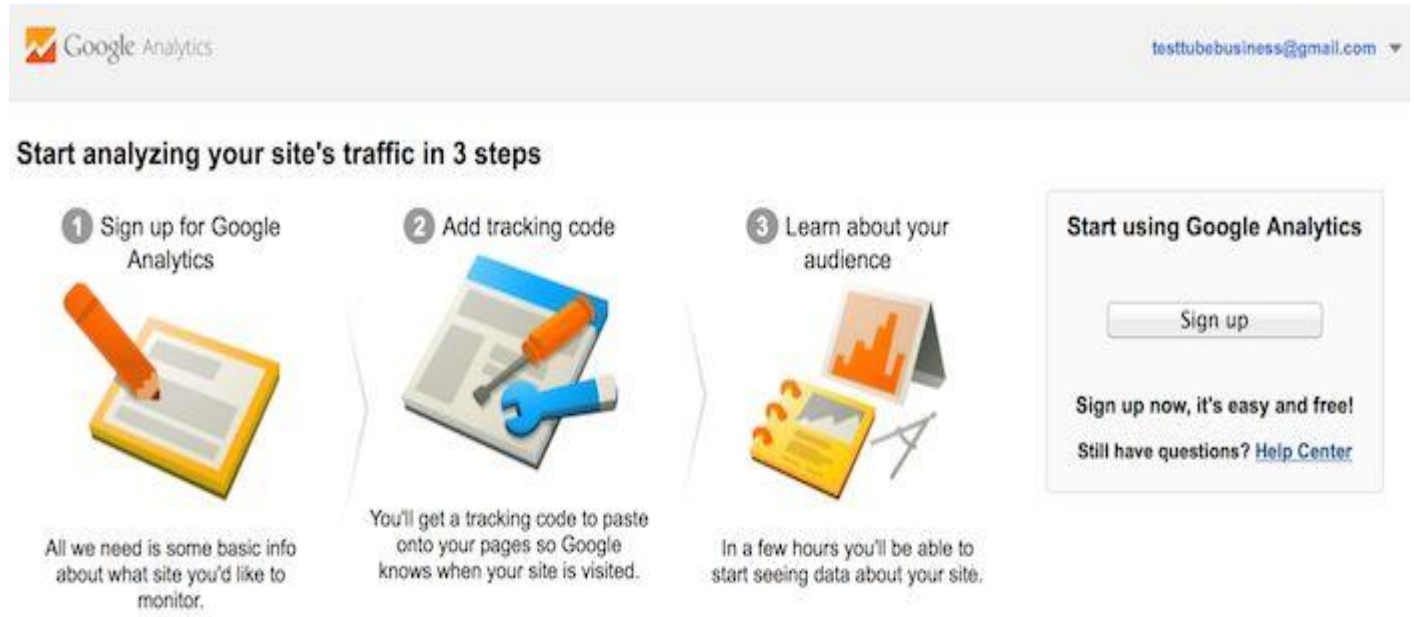


Lesson no. 3 – How to Setup Analytics Accounts

HOW TO SET UP ANALYTICS ACCOUNT

Once you have a Google account, you can go to Google Analytics and click the Sign into Google Analytics button. You will then be greeted with the three steps you must take to set up Google Analytics.



The screenshot shows the Google Analytics setup interface. At the top left is the Google Analytics logo, and at the top right is the user email 'testtubebusiness@gmail.com'. Below the header is the heading 'Start analyzing your site's traffic in 3 steps'. The steps are: 1. Sign up for Google Analytics (illustrated with a pencil and notepad), 2. Add tracking code (illustrated with a wrench and screwdriver on a notepad), and 3. Learn about your audience (illustrated with a laptop, a chart, and a calculator). To the right of these steps is a box titled 'Start using Google Analytics' containing a 'Sign up' button, the text 'Sign up now, it's easy and free!', and a link to the 'Help Center'.

1 Sign up for Google Analytics

All we need is some basic info about what site you'd like to monitor.

2 Add tracking code

You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience

In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

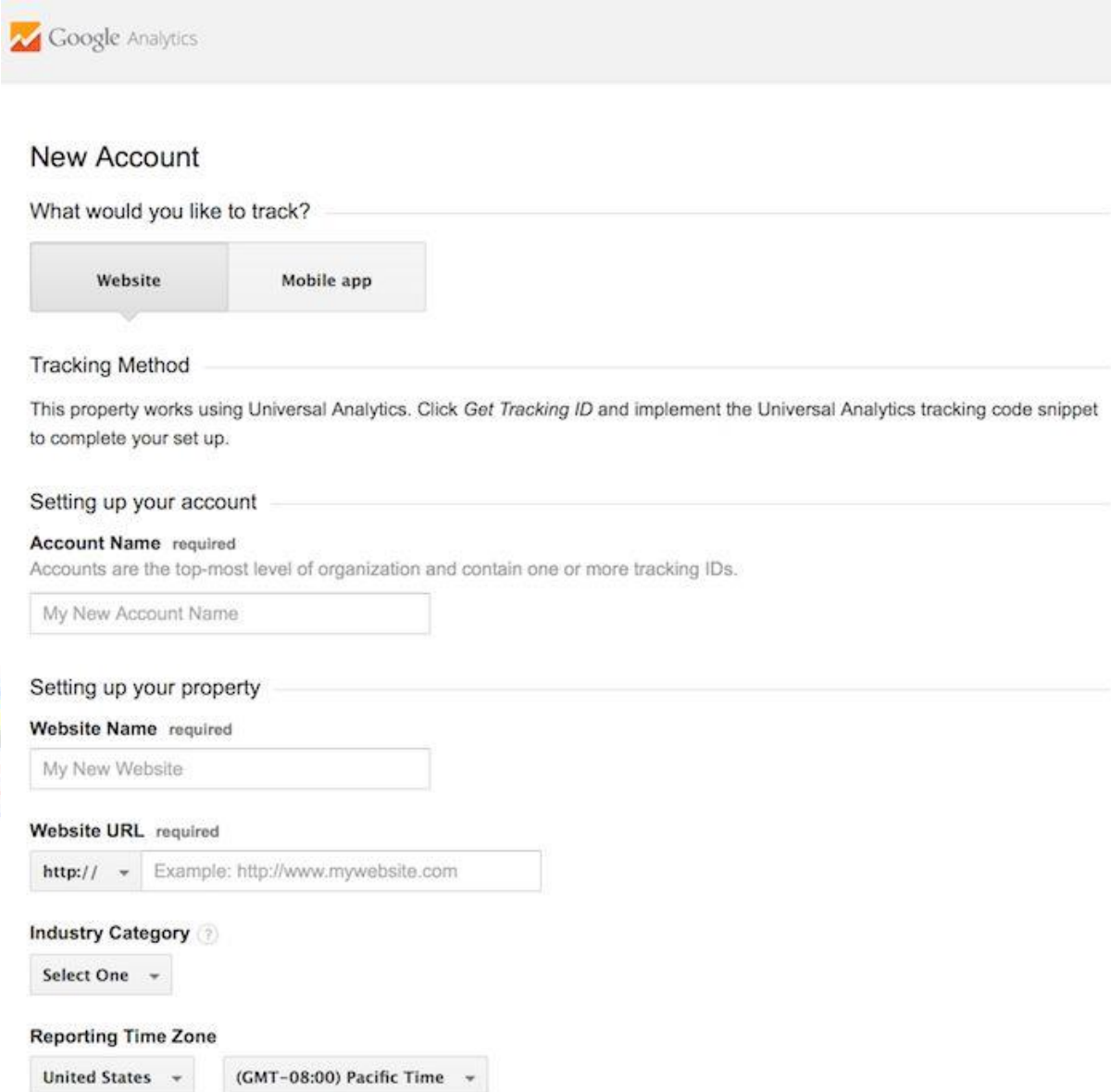
Sign up

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

After you click the Sign Up button, you will fill out information for your website.

Google Analytics offers hierarchies to organize your account. You can have up to 100 Google Analytics accounts under one Google account. You can have up to 50 website properties under one Google Analytics account. You can have up to 25 views under one website property.



The screenshot shows the 'New Account' setup page in Google Analytics. At the top, there is a header with the Google Analytics logo. Below it, the section is titled 'New Account'. The first step is 'What would you like to track?', with two buttons: 'Website' (selected) and 'Mobile app'. The next section is 'Tracking Method', which states that the property works using Universal Analytics and provides instructions to click 'Get Tracking ID' and implement the tracking code snippet. The third section is 'Setting up your account', which includes a required 'Account Name' field with the placeholder 'My New Account Name' and a note that accounts are the top-most level of organization. The fourth section is 'Setting up your property', which includes a required 'Website Name' field with the placeholder 'My New Website', a required 'Website URL' field with a dropdown menu set to 'http://' and an example 'http://www.mywebsite.com', an 'Industry Category' dropdown menu set to 'Select One', and a 'Reporting Time Zone' section with two dropdown menus: 'United States' and '(GMT-08:00) Pacific Time'.

Here are a few scenarios.

SCENARIO 1: If you have one website, you only need one Google Analytics account with one website property.

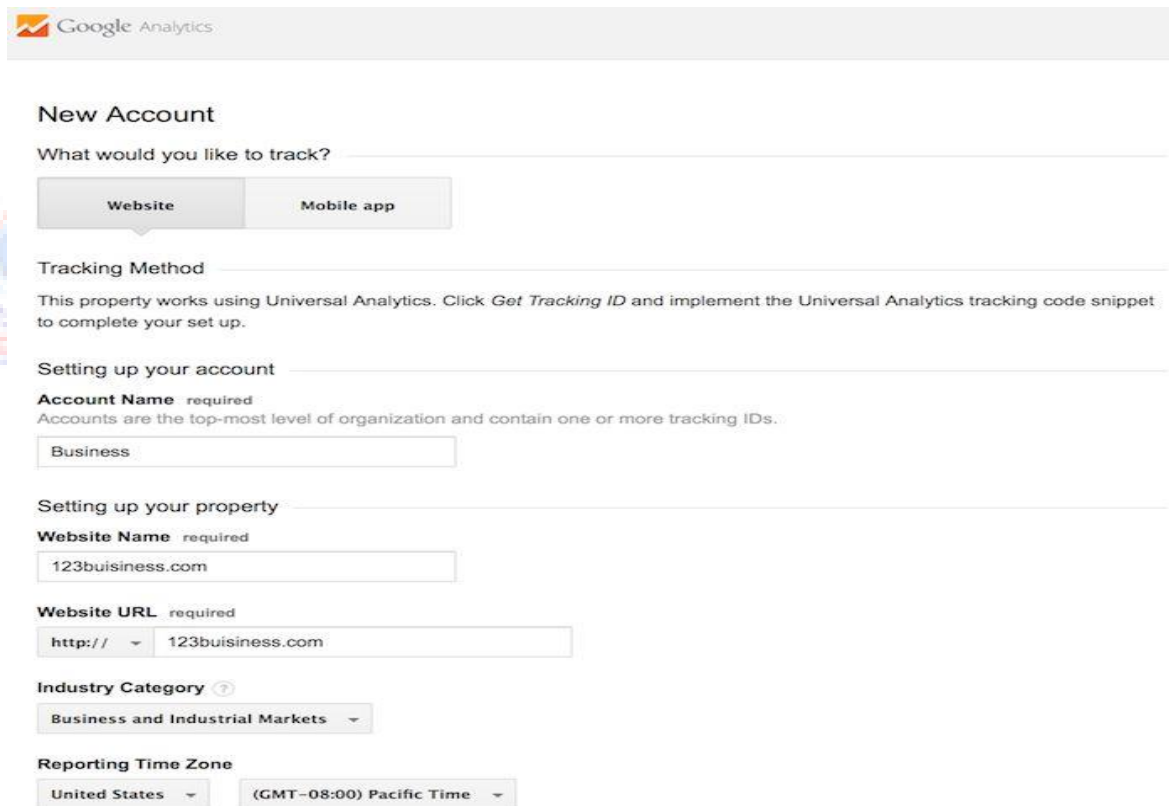
SCENARIO 2: If you have two websites, such as one for your business and one for your personal use, you might want to create two accounts, naming one "123Business" and one "Personal". Then

you will set up your business website under the 123Business account and your personal website under your Personal account.

SCENARIO 3: If you have several businesses, but less than 50, and each of them has one website, you might want to put them all under a Business account. Then have a Personal account for your personal websites.

SCENARIO 4: If you have several businesses and each of them has dozens of websites, for a total of more than 50 websites, you might want to put each business under its own account, such as 123Business account, 124Business account, and so on.

There are no right or wrong ways to set up your Google Analytics account—it's just a matter of how you want to organize your sites. You can always rename your accounts or properties down the road. Note that you can't move a property (website) from one Google Analytics account to another—you would have to set up a new property under the new account and lose the historical data you collected from the original property.



Google Analytics

New Account

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click [Get Tracking ID](#) and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required
Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category

Reporting Time Zone

For the absolute beginner's guide, we're going to assume you have one website and only need one view (the default, all data view. The setup would look something like this.

Beneath this, you will have the option to configure where your Google Analytics data can be shared.

Reporting Time Zone

United States ▾

(GMT-08:00) Pacific Time ▾

Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

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

- Google products & services** RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*
- Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.
- Technical support** RECOMMENDED
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** RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

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

You are using **0** out of **100** accounts.



[Get Tracking ID](#)

[Cancel](#)