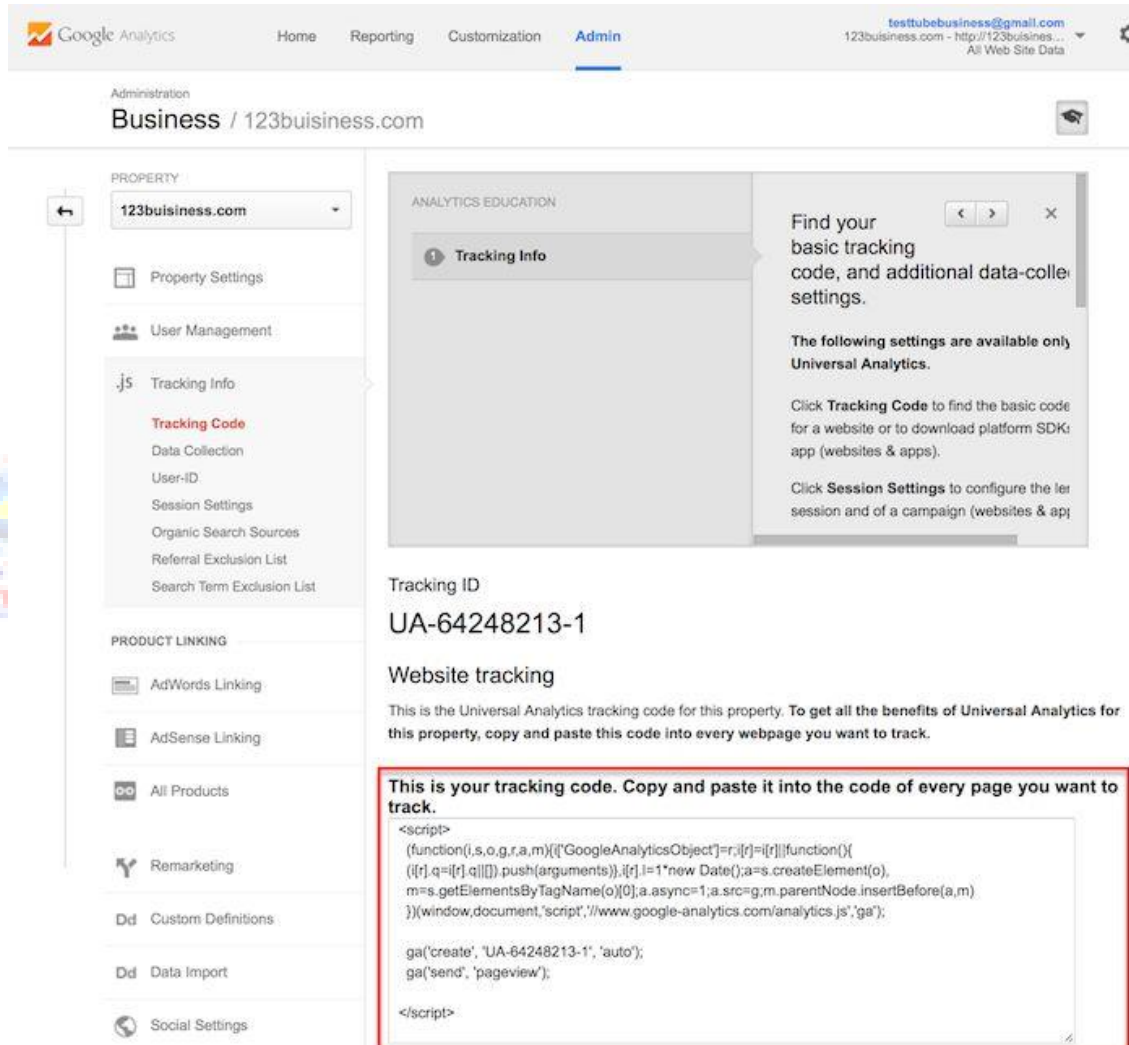


Lesson no. 4 – Install Tracking Code

Install your tracking code

Once you are finished, you will click the Get Tracking ID button. You will get a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code.



The screenshot shows the Google Analytics Admin interface for the property '123business.com'. The 'Tracking Info' section is selected in the left-hand menu. The main content area displays the Tracking ID 'UA-64248213-1' and the website tracking code. A red box highlights the tracking code script, which is as follows:

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r);r=[r]};function(){
  (i[r].q=i[r].q||[]).push(arguments);i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

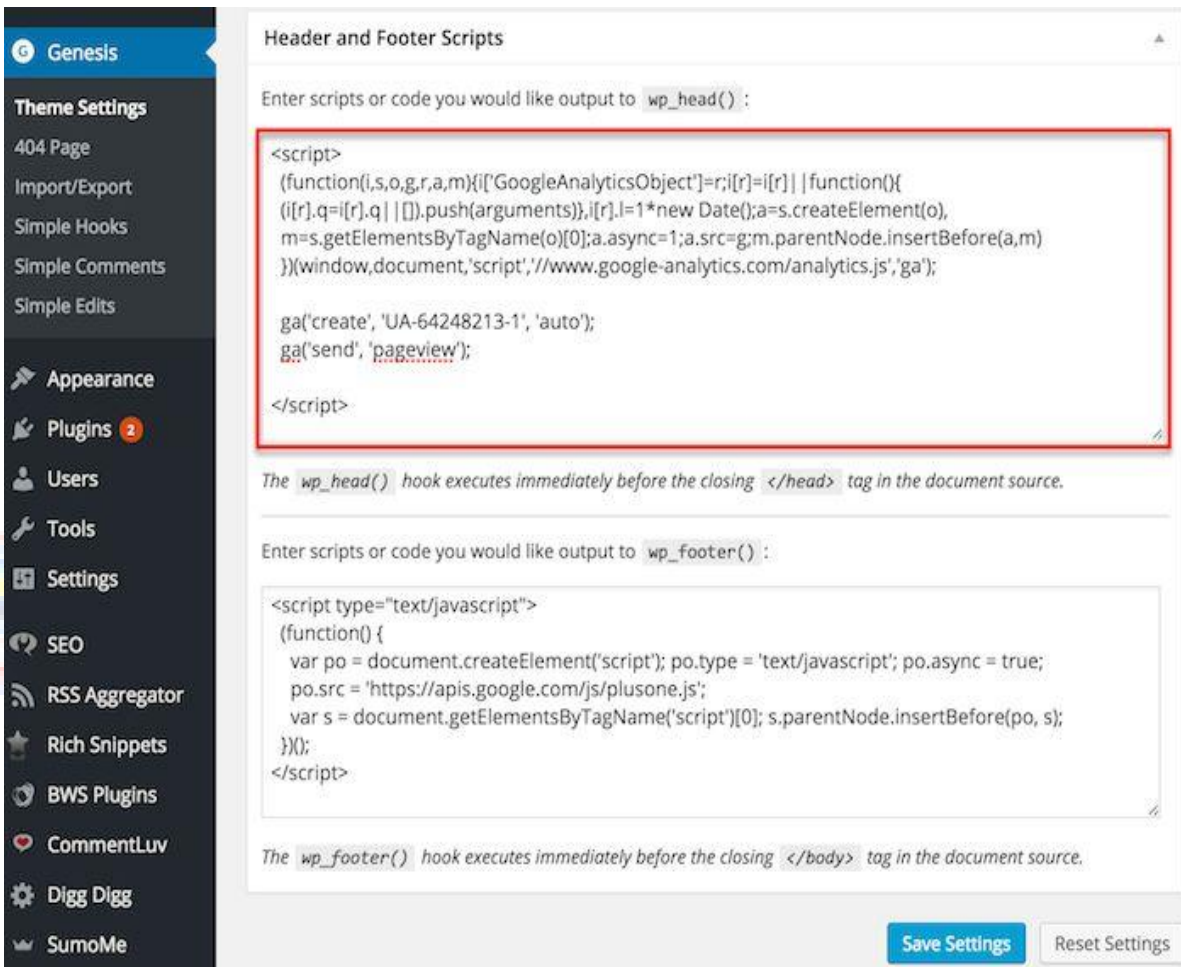
ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

This must be installed on every page on your website. The installation will depend on what type of website you have. For example, I have a WordPress website on my own domain using the Genesis Framework. This framework has a specific area to add header and footer scripts to my website.

WordPress Website

Alternatively, if you have a WordPress on your own domain, you can use the Google Analytics by Yoast plugin to install your code easily no matter what theme or framework you are using.



Genesis

- Theme Settings
 - 404 Page
 - Import/Export
 - Simple Hooks
 - Simple Comments
 - Simple Edits
- Appearance
- Plugins 2
- Users
- Tools
- Settings
- SEO
- RSS Aggregator
- Rich Snippets
- BWS Plugins
- CommentLuv
- Digg Digg
- SumoMe

Header and Footer Scripts

Enter scripts or code you would like output to `wp_head()` :

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r] || function(){
(i[r].q=i[r].q || []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');
</script>
```

The `wp_head()` hook executes immediately before the closing `</head>` tag in the document source.

Enter scripts or code you would like output to `wp_footer()` :

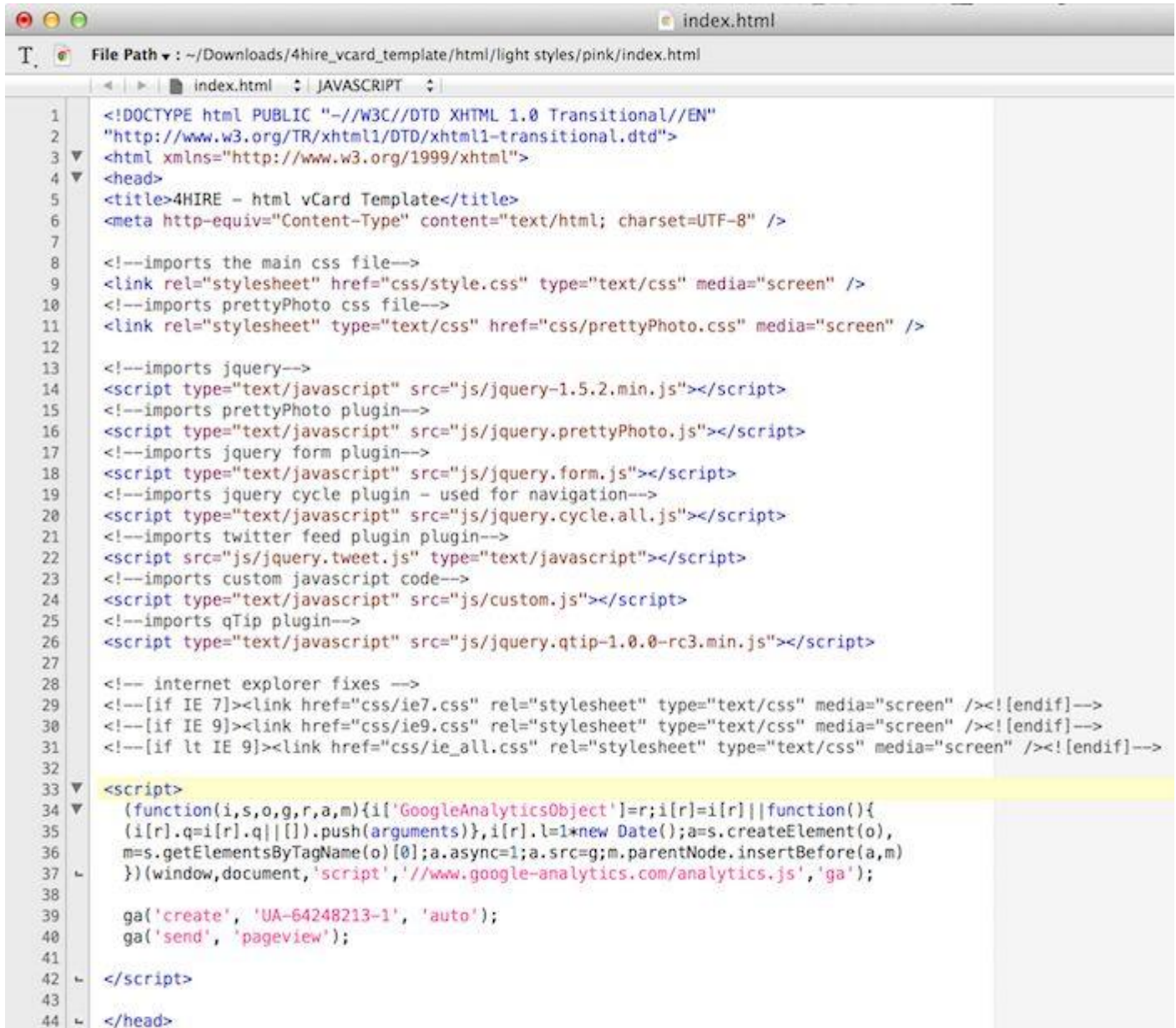
```
<script type="text/javascript">
(function() {
var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;
po.src = 'https://apis.google.com/js/plusone.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);
})();
</script>
```

The `wp_footer()` hook executes immediately before the closing `</body>` tag in the document source.

[Save Settings](#) [Reset Settings](#)

HTML Website

If you have a website built with HTML files, you will add the tracking code before the </head> tag on each of your pages. You can do this by using a text editor program (such as TextEdit for Mac or Notepad for Windows) and then uploading the file to your web host using an FTP program (such as FileZilla).

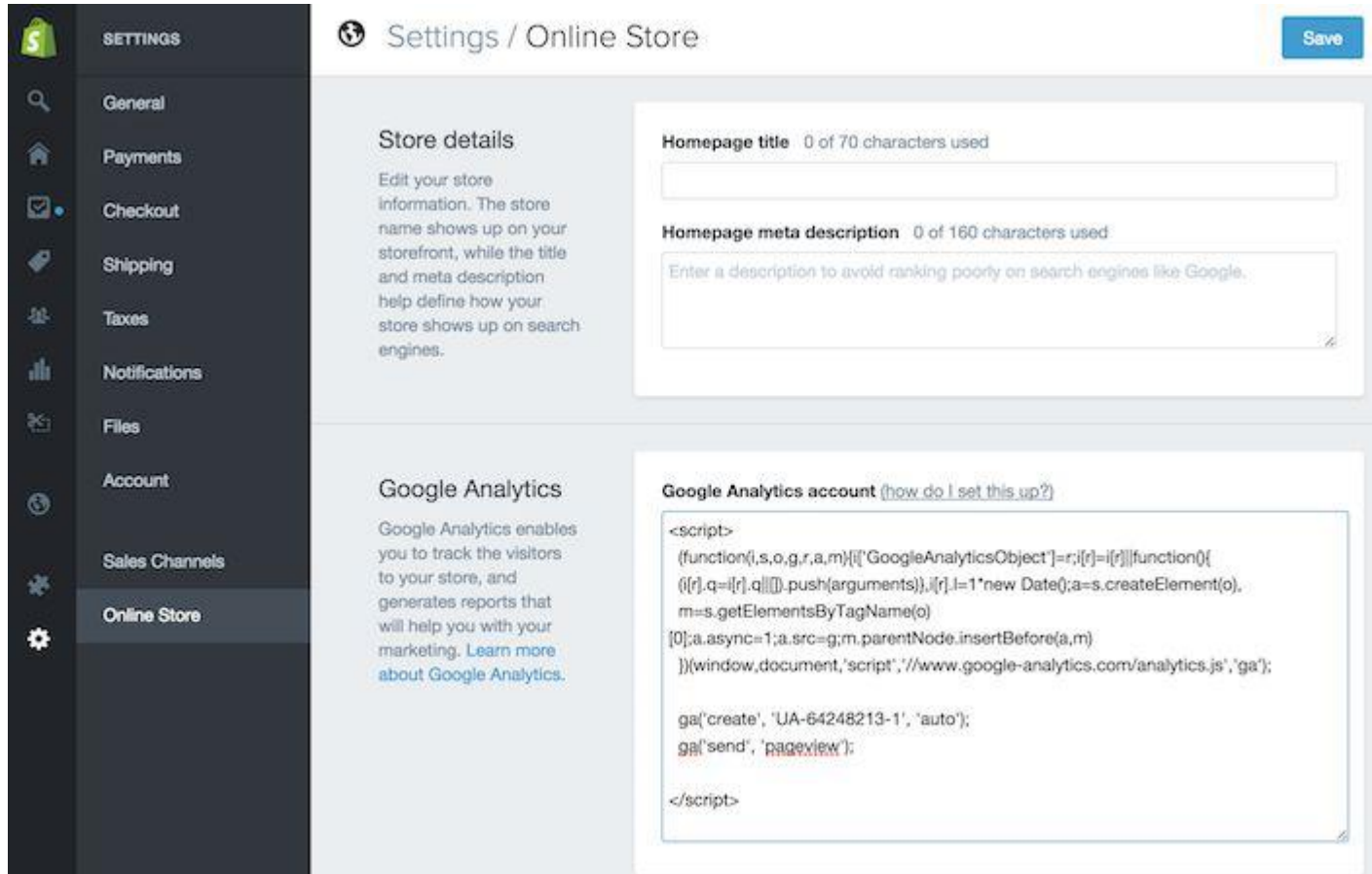


```

1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml">
4 <head>
5 <title>4HIRE - html vCard Template</title>
6 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
7
8 <!--imports the main css file-->
9 <link rel="stylesheet" href="css/style.css" type="text/css" media="screen" />
10 <!--imports prettyPhoto css file-->
11 <link rel="stylesheet" type="text/css" href="css/prettyPhoto.css" media="screen" />
12
13 <!--imports jquery-->
14 <script type="text/javascript" src="js/jquery-1.5.2.min.js"></script>
15 <!--imports prettyPhoto plugin-->
16 <script type="text/javascript" src="js/jquery.prettyPhoto.js"></script>
17 <!--imports jquery form plugin-->
18 <script type="text/javascript" src="js/jquery.form.js"></script>
19 <!--imports jquery cycle plugin - used for navigation-->
20 <script type="text/javascript" src="js/jquery.cycle.all.js"></script>
21 <!--imports twitter feed plugin-->
22 <script src="js/jquery.tweet.js" type="text/javascript"></script>
23 <!--imports custom javascript code-->
24 <script type="text/javascript" src="js/custom.js"></script>
25 <!--imports qTip plugin-->
26 <script type="text/javascript" src="js/jquery.qtip-1.0.0-rc3.min.js"></script>
27
28 <!-- internet explorer fixes -->
29 <!--[if IE 7]><link href="css/ie7.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
30 <!--[if IE 9]><link href="css/ie9.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
31 <!--[if lt IE 9]><link href="css/ie_all.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
32
33 <script>
34 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
35 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
36 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
37 })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
38
39 ga('create', 'UA-64248213-1', 'auto');
40 ga('send', 'pageview');
41
42 </script>
43
44 </head>
  
```

E-commerce Website

If you have a Shopify e-commerce store, you will go to your Online Store settings and paste in your tracking code where specified.



The screenshot shows the 'Settings / Online Store' page in a Shopify admin interface. On the left is a dark sidebar with 'Online Store' selected. The main content area is divided into two sections: 'Store details' and 'Google Analytics'.

Store details
 Edit your store information. The store name shows up on your storefront, while the title and meta description help define how your store shows up on search engines.

Homepage title 0 of 70 characters used

Homepage meta description 0 of 160 characters used
 Enter a description to avoid ranking poorly on search engines like Google.

Google Analytics
 Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account ([how do I set this up?](#))

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```