

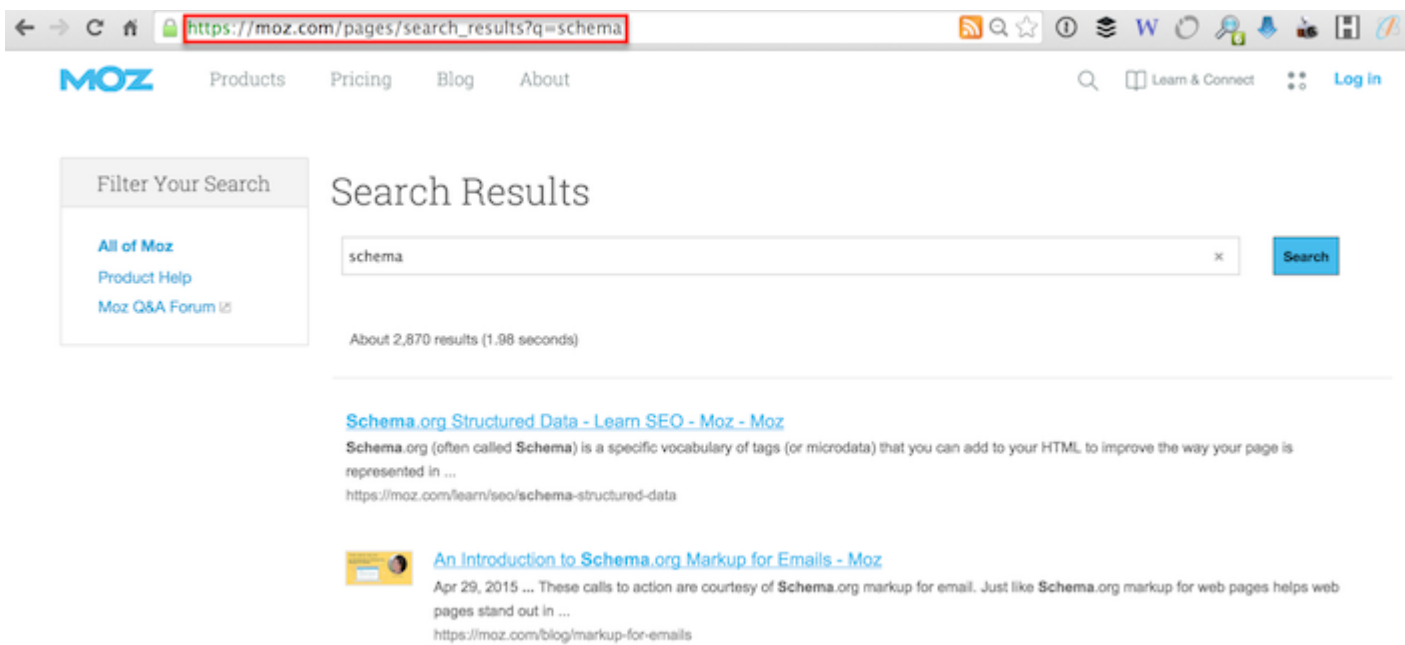
## Lesson no. 6 – Setup Site Search

### Set up site search

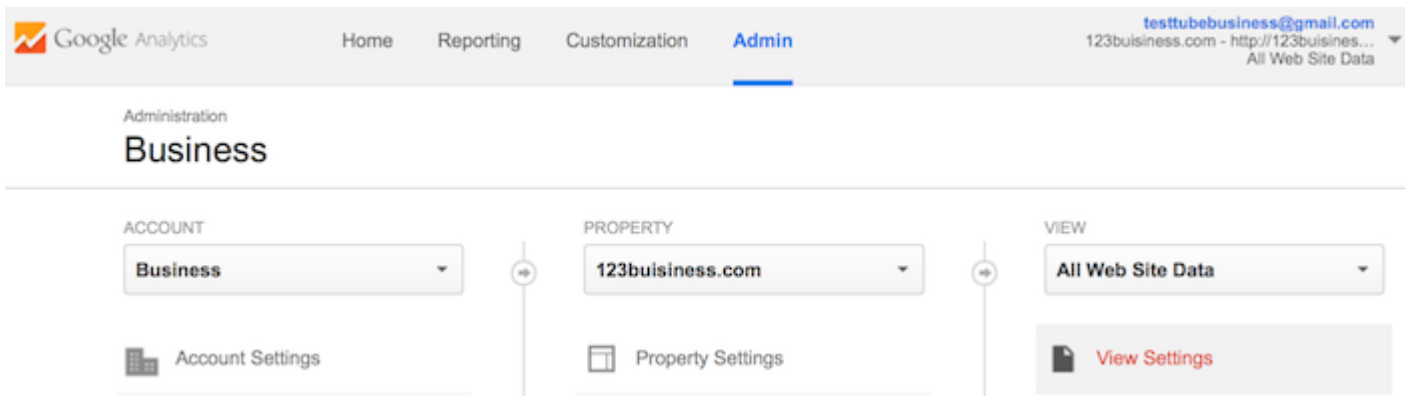
Another thing you can set up really quickly that will give you valuable data down the road is Site Search. This is for any website with a search box on it, like the search box at the top of the Moz Blog.



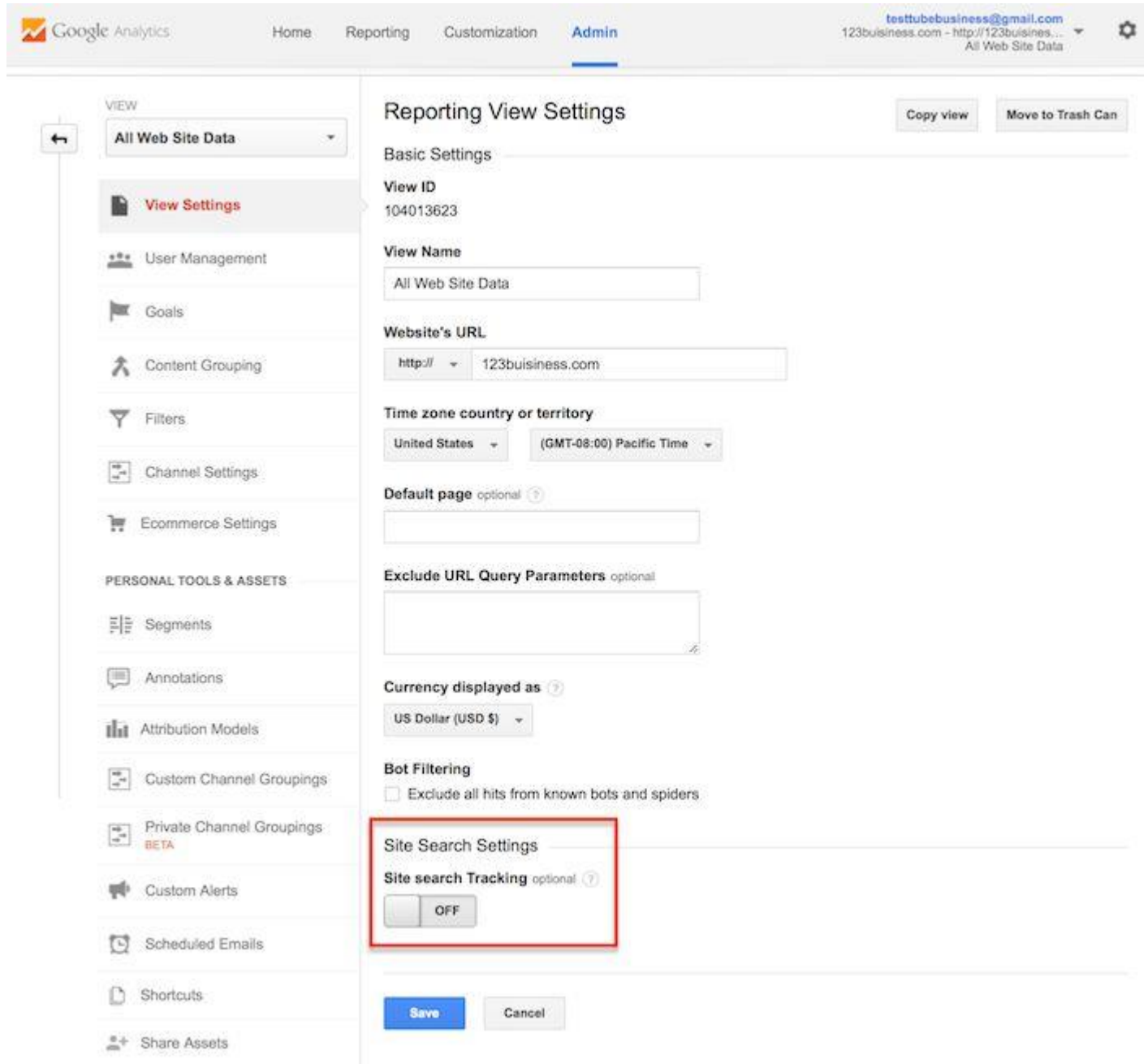
First, run a search on your website. Then keep the tab open. You will need the URL momentarily.



Go to your Google Analytics Admin menu again, and in the View column, click on View Settings.

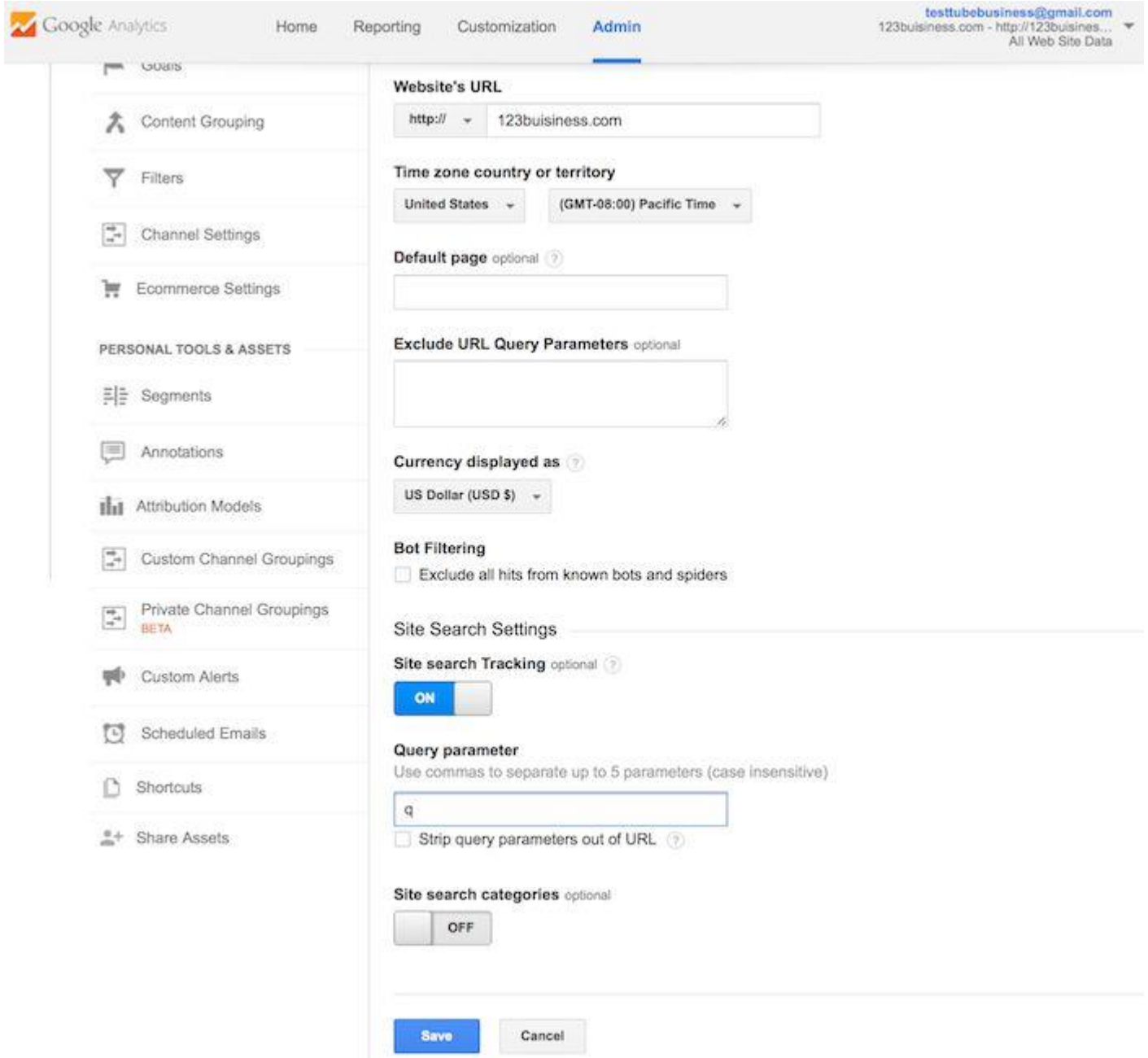


Scroll down until you see Site Settings and toggle it to On.



The screenshot shows the Google Analytics Admin interface for a Reporting View. The left sidebar contains navigation options like 'View Settings', 'User Management', 'Goals', 'Filters', and 'Segments'. The main content area is titled 'Reporting View Settings' and includes sections for 'Basic Settings', 'Exclude URL Query Parameters', 'Currency displayed as', and 'Bot Filtering'. The 'Site Search Settings' section is highlighted with a red box, showing a toggle for 'Site search Tracking' which is currently set to 'OFF'. At the bottom of the settings are 'Save' and 'Cancel' buttons.

Look back at your URL for your search results. Enter the query parameter (usually s or q) and click Save. On Moz, for example, the query parameter is q.



The screenshot shows the Google Analytics Admin interface. The left sidebar contains navigation options: Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, PERSONAL TOOLS & ASSETS, Segments, Annotations, Attribution Models, Custom Channel Groupings, Private Channel Groupings (BETA), Custom Alerts, Scheduled Emails, Shortcuts, and Share Assets. The main content area is titled 'Admin' and shows settings for '123business.com'. The 'Website's URL' is set to 'http:// 123business.com'. The 'Time zone country or territory' is set to 'United States' and '(GMT-08:00) Pacific Time'. The 'Default page' field is empty. The 'Exclude URL Query Parameters' field is empty. The 'Currency displayed as' is set to 'US Dollar (USD \$)'. The 'Bot Filtering' section has the checkbox 'Exclude all hits from known bots and spiders' unchecked. The 'Site Search Settings' section has 'Site search Tracking' turned 'ON'. The 'Query parameter' is set to 'q'. The 'Strip query parameters out of URL' checkbox is unchecked. The 'Site search categories' are set to 'OFF'. At the bottom, there are 'Save' and 'Cancel' buttons.

This will allow Google Analytics to track any searches made on your website so you can learn more about what your visitors are looking for on specific pages.