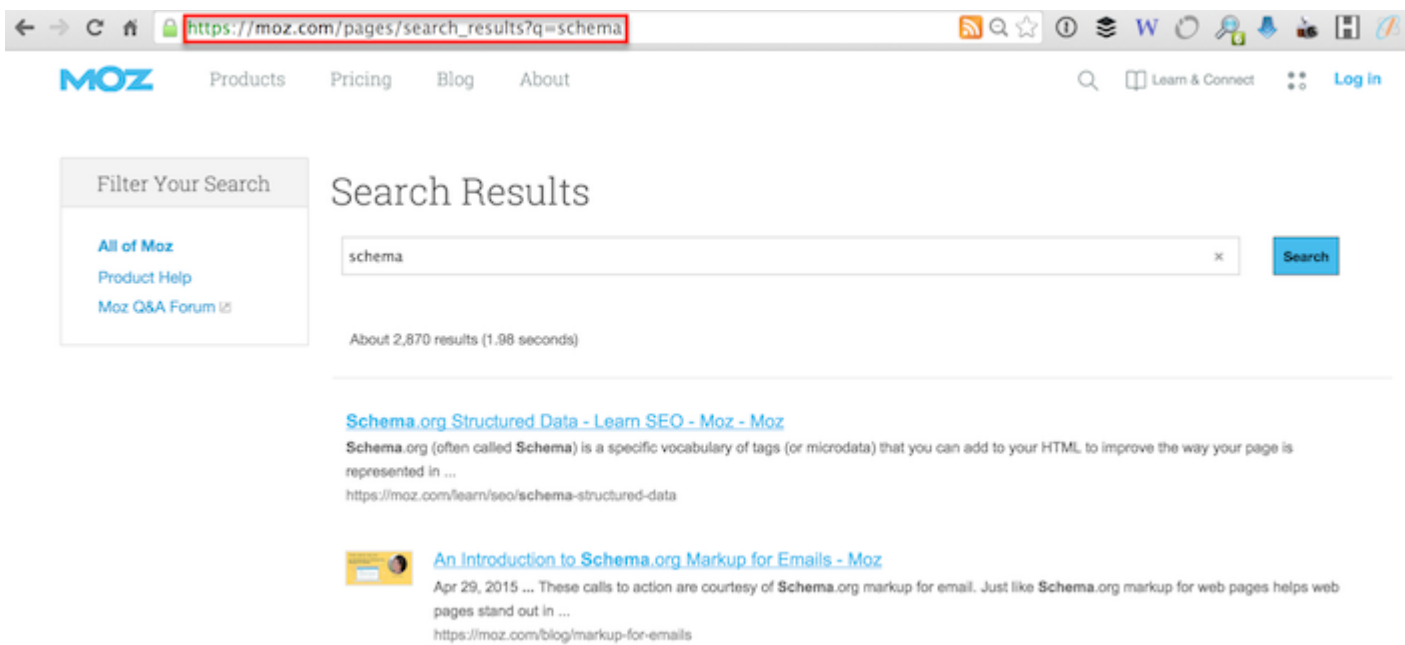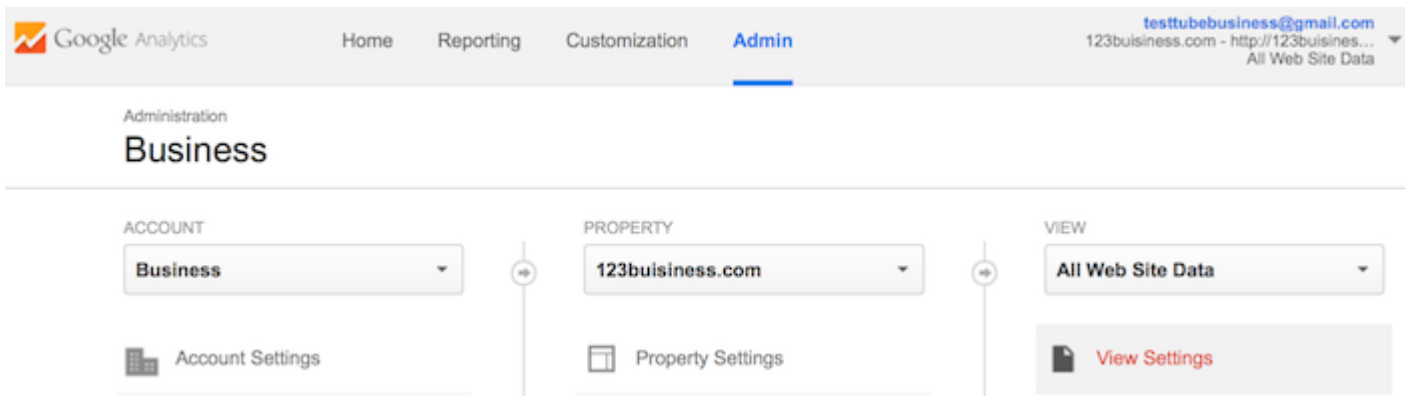# Lesson no. 6 – Setup Site Search

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.
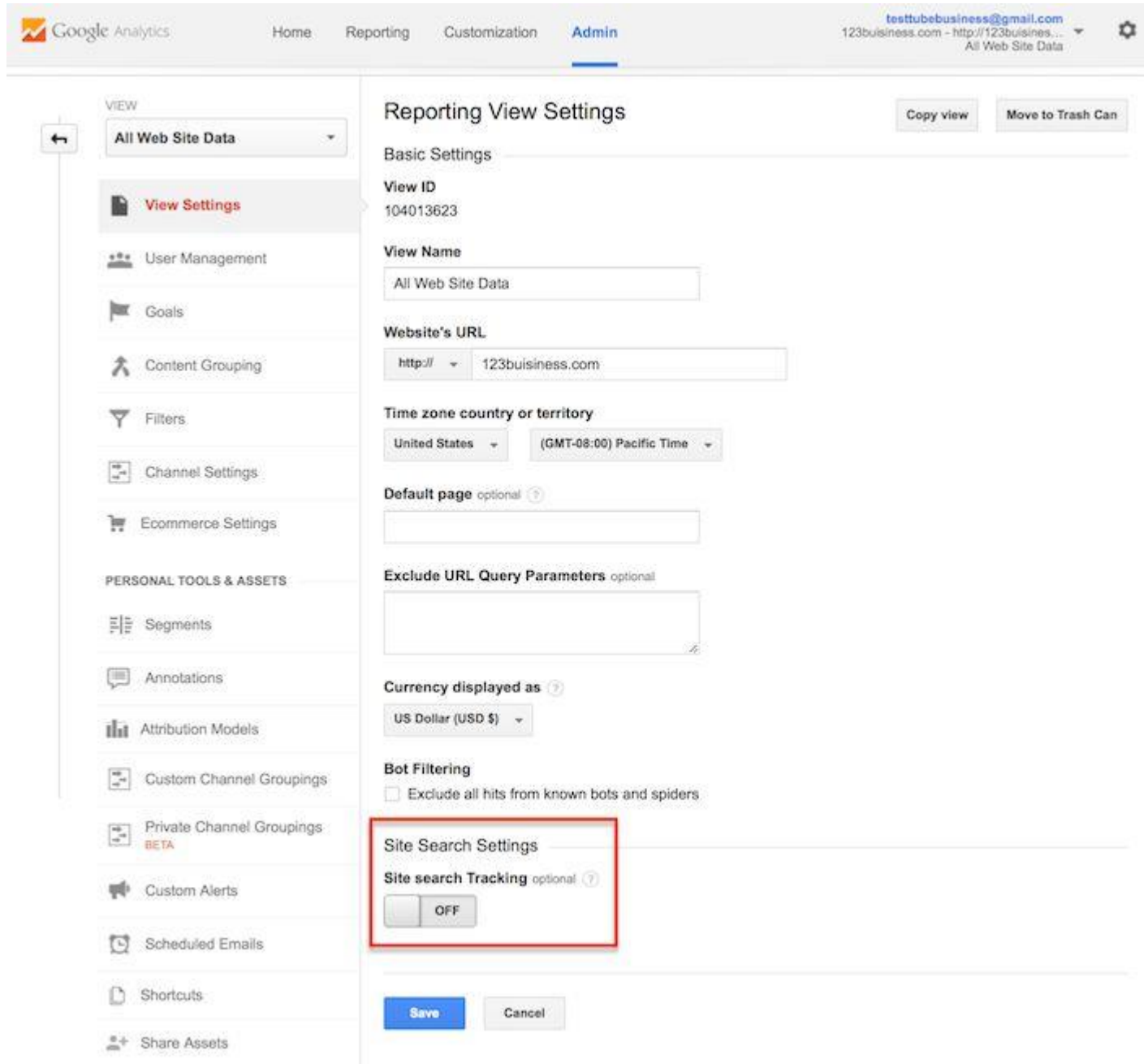

First, run a search on your website. Then keep the tab open. You will need the URL momentarily.

Go to your Google Analytics Admin menu again, and in the View column, click on View Settings.
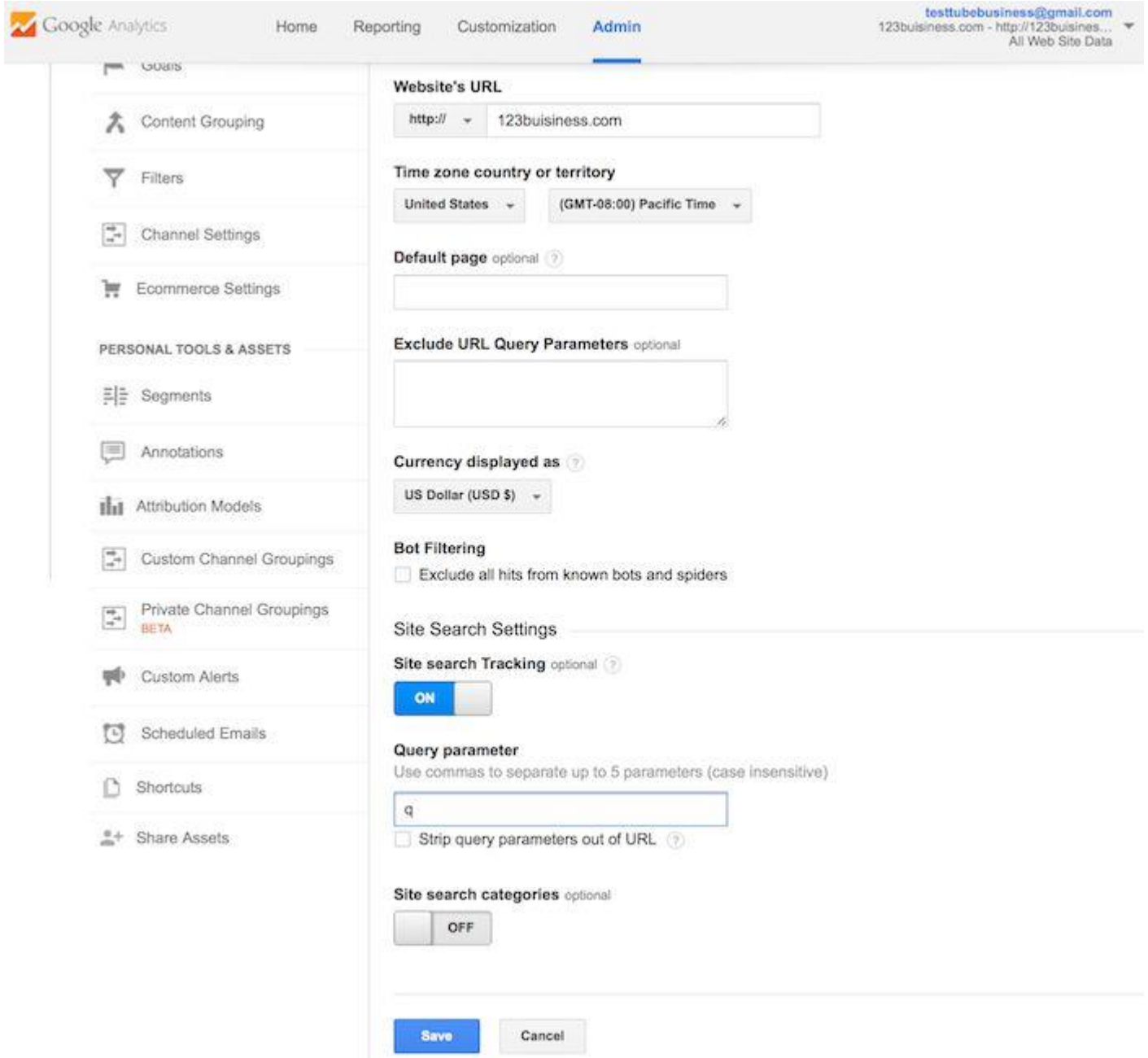
Scroll down until you see Site Settings and toggle it to On.

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.

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.