

# Google Web Analytics

How to send data from your site to Google Analytics

## Google Analytics

This is a free service that can help you understand how visitors use your site

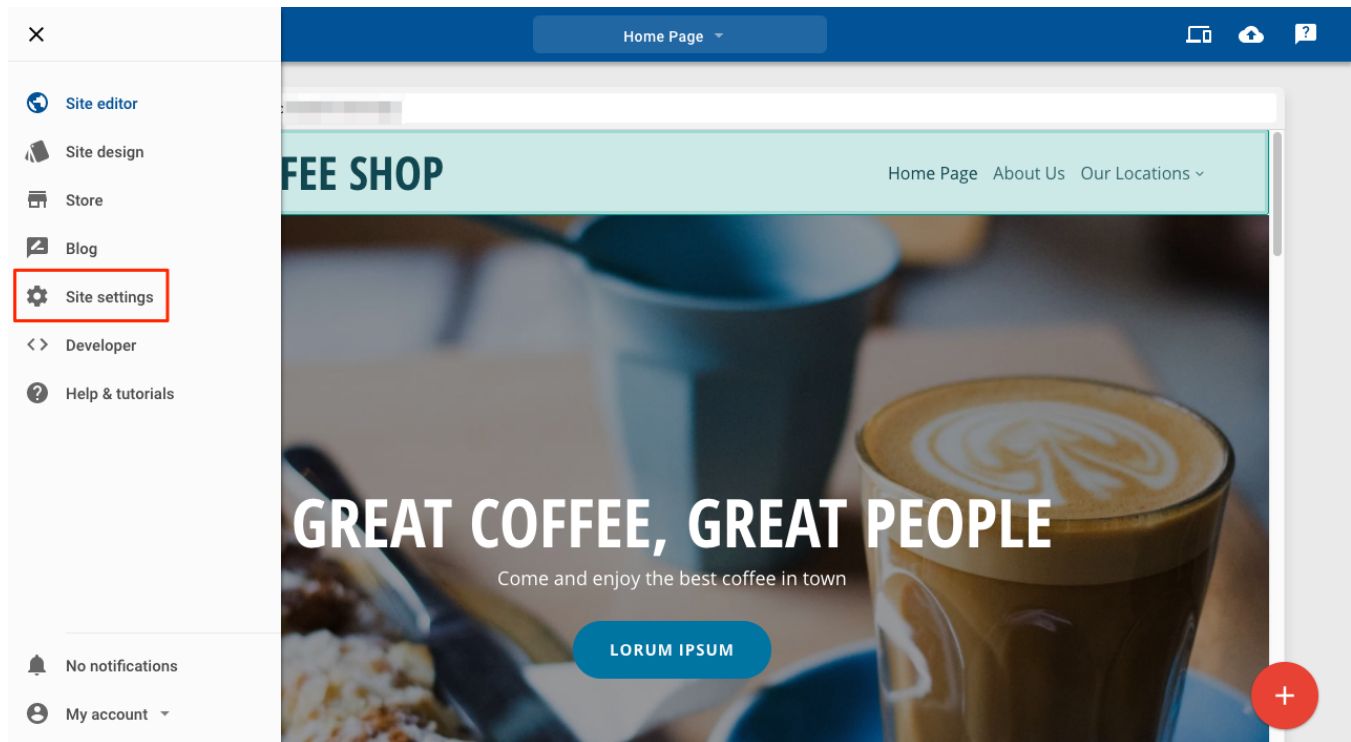
You can create an account at: [marketingplatform.google.com](https://marketingplatform.google.com)

## Find your Tracking ID

1. Log into your Google Analytics account, or create one using the link provided above
2. Click **Admin**
3. Select the account you want to track
4. Under **Properties**, click **Tracking info** and then click **Tracking Code**
5. Your **Tracking ID** will now be visible. It will look like UA-1234567-1

## Adding analytics to your site

1. Click **Site settings**



2. Click **Google Analytics**

Site Settings

- Site status
- Profile
- Custom templates
- Domain mapping
- Favicon
- Google analytics**
- SEO and optimisation
- Debug mode
- Redirects
- Cookie warning
- Reset
- Security

Tracking ID

e.g. UA-XXXXXXXXX-X

Paste the Website Profile ID from your Analytics dashboard

Tracking Script

Advanced use only: Override our default tracking script by adding your own. Used only when no Tracking ID is set

SAVE

3. Add in your **Tracking ID**
4. Click **Save**

Site Settings

- Site status
- Profile
- Custom templates
- Domain mapping
- Favicon
- Google analytics**
- SEO and optimisation
- Debug mode
- Redirects
- Cookie warning
- Reset
- Security

Tracking ID

e.g. UA-XXXXXXXXX-X

Paste the Website Profile ID from your Analytics dashboard

Tracking Script

Advanced use only: Override our default tracking script by adding your own. Used only when no Tracking ID is set

SAVE

## Tracking script

## Tracking script

You can enter your own tracking script to override the Tracking ID. This should be used instead of the Tracking ID

## Find your Google Analytics tracking script

This can be found on the same page as your Tracking ID.

1. Log into your Google Analytics account, or create one using the link provided above
2. Click **Admin**
3. Select the account you want to track
4. Under **Properties**, click **Tracking info** and then click **Tracking Code**
5. Your **Tracking script** will be visible under the **Website tracking** section