Google Analytics Setup

Whether you've already setup your account or you're just getting started, be sure to implement the following settings which will help you get the most out of your Google Analytics account.

Account – This is the top-level of your Google Analytics account, and where you will manage settings that affect all properties and views within your account.

- ☐ Manage users for all properties and views at this level.
- ☐ View change history to look back at any changes made within your Google Analytics account and which users made the changes.
- ☐ Most businesses will have just one account. Agencies may have multiple accounts within Google Analytics to manage multiple clients.

Property – Typically you will setup a separate property for each domain that you want to track. If you only have one website, you will probably only have one property.

- ☐ In Property Settings, make sure the default URL is correct, including https:// if your site is secure.

    Power Tip: As of July 2018, the Google Chrome browser displays a "not secure" warning for all non-secure sites (http://). As a best practice, all businesses should have a secure (https://) website.

- ☐ Choose an Industry Category to enable other features within Google Analytics (GA).

    Power Tip: Choose a category that's close enough or choose "Other". Just don't leave it blank.

- ☐ Under Advanced Settings, make sure to uncheck the box for "*Allow manual tagging … for AdWords…*"
- ☐ In Property Settings, connect to your **Google Search Console**. You may be required to setup a GSC account.

    Power Tip: Use the same email to setup GSC as you use for your admin level access to GA. This will allow you to easily verify your site within GSC.

- ☐ In Tracking Info, you will find your Tracking ID and the tracking code that should be placed on your website pages.

    Power Tip: You can test to make sure your tracking code was placed correctly on your site by clicking the "Send test traffic" button.

- ☐ Connect your Property to your Google Ads account under the Product Linking section.

View – You can setup multiple views for each property, for viewing subsets of data.

- ☐ By default GA will start you with the view "All Web Data". Change this to "Unfiltered View". You will not setup any filters on this view.

- ☐ Setup a new view and call it "Test". You will use this view to test filters before applying them to your main report view.

  Power Tip: You can copy and rename a view to save time.

- ☐ Setup a new view and call it "Main" or "Master View"

  Power Tip: You don't have to call this view the "Main" view. You can use a more intuitive name that better fits your usage needs. Your objective here is to name the view that

  Power Tip: If you already have a lot of historical data and wish to use that as your main view, simply create a new unfiltered view.

- ☐ In View Settings, make sure your domain and time zone are accurate.

- ☐ In View Settings, for your Test and Master views (do not apply this to the Unfiltered view) check the box that says "*Exclude all hits from known bots and spiders*".

- ☐ Setup site search tracking in your View Settings for your Main view and any other views where you wish to view site search data.

- ☐ Setup Goals at the View level.

- ☐ Setup Filters at the View level. Use caution with filters because they will filter out data from that point forward and once data is filtered out from a view, it cannot be retrieved for the period you filtered it out (even if you delete the filter).

  Power Tip: Always setup filters in your Test view first, wait 24 hours to verify that the filter is working correctly. Once you verify that it is working, then apply it to your Main view.

- ☐ Custom Alerts can be setup at the View level.

  Power Tip: Setup a custom alert to be notified if the site stops tracking traffic, which could indicate an issue with the tracking code or the website itself.