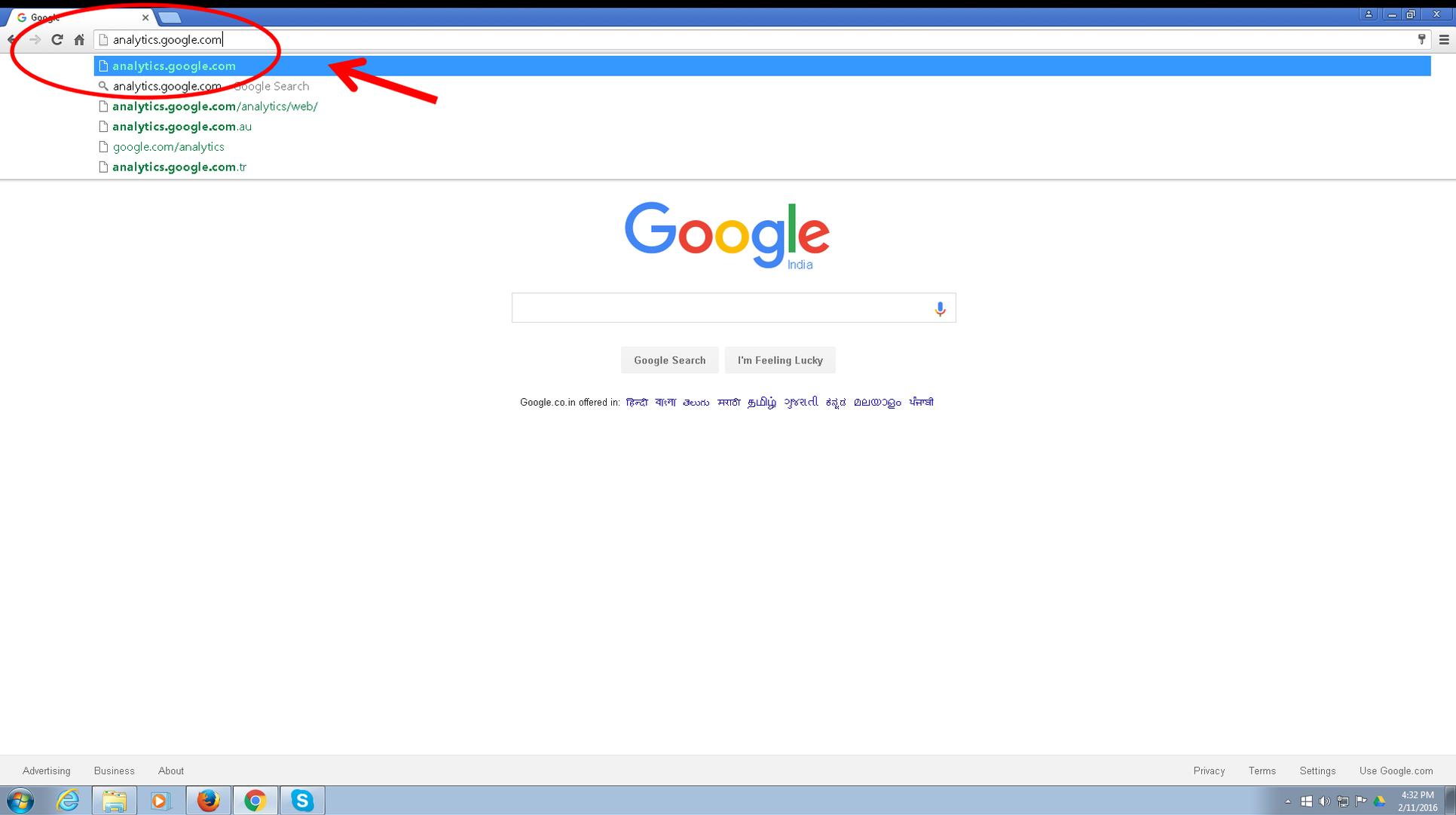# DPauls.com
it's all about holidays

Creating A Tracking Code For Your Website on Google Analytics:

A Step By Step Tutorial

Google
Analytics

Step 1 – Log in to Google Analytics

Step 2 – If you already have a Google ID, use it to sign up for Google Analytics. Otherwise please create a new one.

Step 3 – On this screen, update the required information of the site that is to be tracked. Give it a unique name, Enter Website Name, Website URL and then select Category as Travel.

Step 4 – Select time zone as India, GMT +05.30 (India Time). Tick Data Sharing settings. After that click on Get Tracking ID.
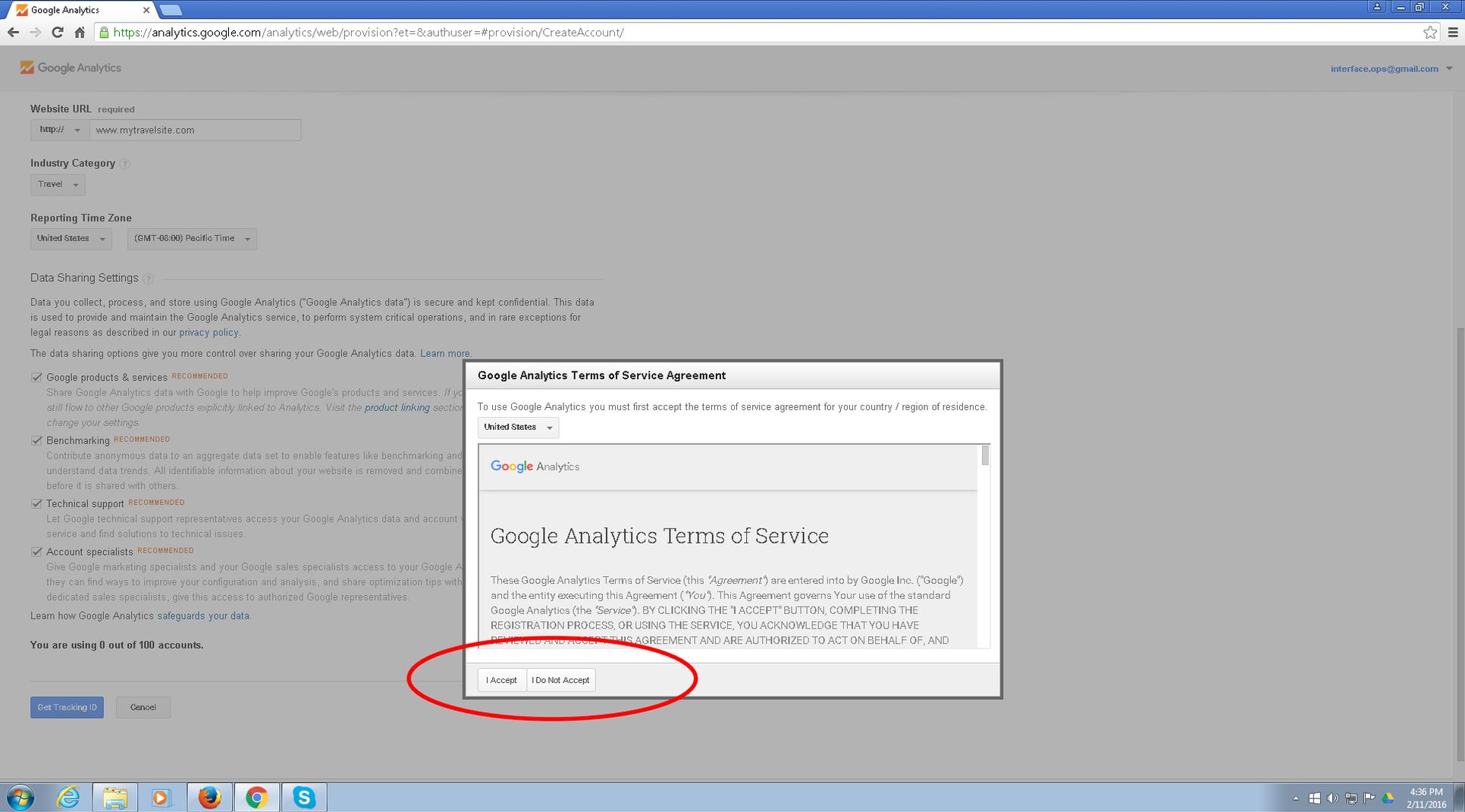
Step 5 – On this screen, you will be asked to accept Terms Of Service Agreement. Click on I Accept.

Step 5 – Next you will see your tracking info, including the Tracking ID and the unique tracking code below it.

Tracking ID

UA-73658871-1

Status

No data received in past 48 hours. Learn more

Website tracking

This is the Universal Analytics tracking code for this property.
To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<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-73658871-1', 'auto');
  ga('send', 'pageview');

</script>
```

Close-Up of your Tracking ID and Tracking Code.

PHP Implementation OPTIONAL

- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
- Add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once("analyticstracking.php") ?>
```

Dynamic Content Implementation OPTIONAL

Use a common include or template to paste the code above instead of manually adding it to every page.

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

Learn how to get started with Google Tag Manager.

Step 6 – Click and select the Tracking Code. Mail the code to us on a Notepad attachment so that we can use it to authenticate your site with Google and to track the analytics.