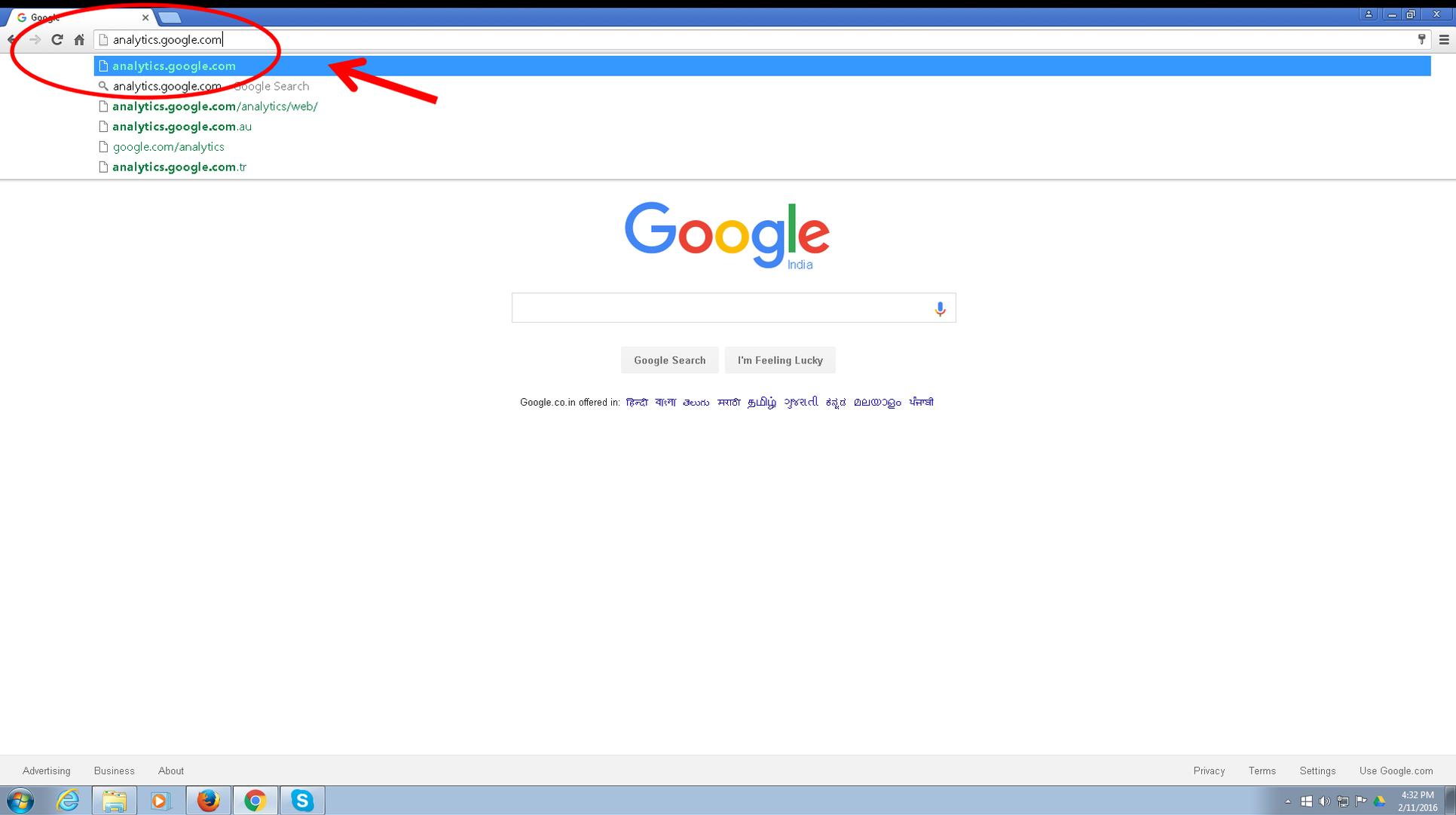


Creating A Tracking Code For Your Website on Google Analytics:

A Step By Step Tutorial



Google
Analytics



Step 1 – Log in to Google Analytics

Google Analytics

https://analytics.google.com/analytics/web/provision?et=&authuser=#provision/SignUp/

Google Analytics

Start analyzing your site's traffic in 3 steps

- 1 Sign up for Google Analytics**
All we need is some basic info about what site you'd like to monitor.
- 2 Add tracking code**
You'll get a tracking code to paste onto your pages so Google knows when your site is visited.
- 3 Learn about your audience**
In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!
Still have questions? [Help Center](#)

© 2016 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

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

Google Analytics

interface.ops@gmail.com

Website URL required

http:// www.mytravelsite.com

Industry Category ?

Travel

Reporting Time Zone

United States (GMT-08:00) Pacific Time

Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

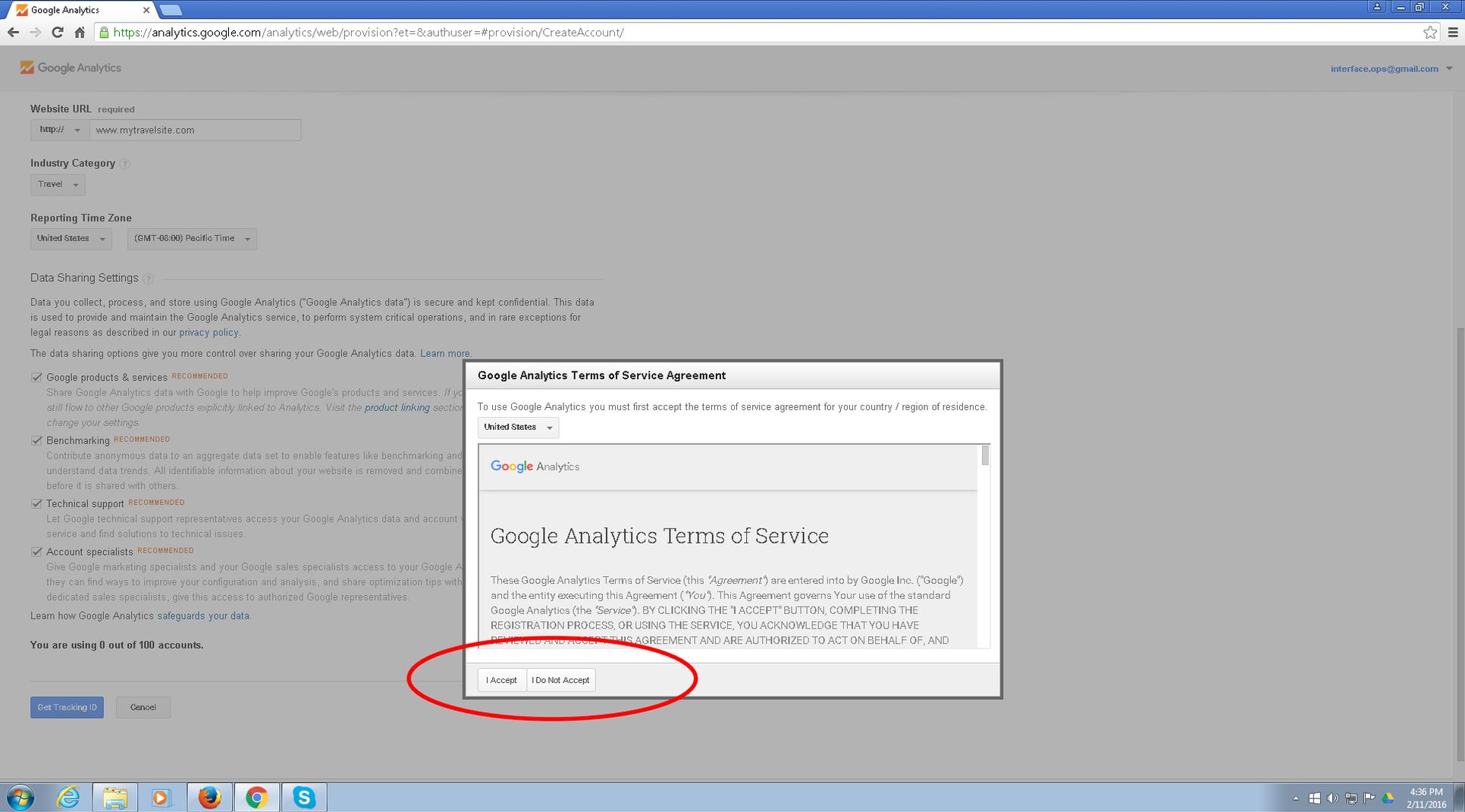
- Google products & services** **RECOMMENDED**
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*
- Benchmarking** **RECOMMENDED**
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.
- Technical support** **RECOMMENDED**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists** **RECOMMENDED**
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You are using 0 out of 100 accounts.

Get Tracking ID Cancel

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.

The screenshot shows the Google Analytics Admin interface for the property 'My Travel SSite'. The left sidebar contains navigation options: PROPERTY (My Travel SSite), Product Linking (AdWords, AdSense, Ad Exchange, All Products, Postbacks, Remarketing, Custom Definitions, Data Import), and Tracking Info (Tracking Code, Data Collection, User-ID, Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List). The main content area is titled 'ANALYTICS EDUCATION' and contains a 'Tracking Info' section. A red circle highlights the 'Tracking ID' 'UA-73658871-1' in the left sidebar. A yellow tooltip explains the tracking ID. Below, the 'Website tracking' section shows the Universal Analytics tracking code in a red-bordered box. A 'PHP Implementation' section provides optional instructions for PHP users. The bottom of the screen shows the Windows taskbar with the time 4:37 PM on 2/11/2016.

Administration
DAN / My Travel SSite

PROPERTY
My Travel SSite

Property Settings
User Management
Tracking Info
Tracking Code
Data Collection
User-ID
Session Settings
Organic Search Sources
Referral Exclusion List
Search Term Exclusion List

PRODUCT LINKING
AdWords Linking
AdSense Linking
Ad Exchange Linking
All Products
Postbacks
Remarketing
Custom Definitions
Data Import

ANALYTICS EDUCATION

Tracking Info

Find your basic tracking code, and additional data-collection settings.

The following settings are available only in Universal Analytics.

Click **Tracking Code** to find the basic code snippet for a website or to download platform SDKs for an app (websites & apps).
Click **Session Settings** to configure the length of a session and of a campaign (websites & apps).

An incorrect session-length setting can have a negative impact on session-based analysis; for example, if your users would normally have more than 30 minutes of inactivity during a session, a shorter timeout would divide single-session data into multiple sessions and provide an inaccurate picture of activity.

Set campaign timeout to correspond to the length of time you want to be able to attribute a session or conversion to one of your campaigns. For example, if you run seasonal campaigns, set this value to 3 Months; if you run weekly campaigns, set this value to 7 Days.

Tracking ID
UA-73658871-1

This is the tracking ID for your Google Analytics property. If you are using a 3rd-party web hosting provider like [WordPress](#), [GoDaddy](#), or [Wix](#), you will need to follow their instructions to set up Google Analytics on your website.

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){([GoogleAnalyticsObject]=r,i[r]=i[r]||function(){
  ([i].q=[i].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>
```

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:

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.](#)

Google Analytics

Home Reporting Customization **Admin**

interface.ope@gmail.com
My Travel SSite - http://www.mytravel...
All Web Site Data

Data Collection
User-ID
Session Settings
Organic Search Sources
Referral Exclusion List
Search Term Exclusion List

PRODUCT LINKING

AdWords Linking
AdSense Linking
Ad Exchange Linking
All Products
Postbacks
Remarketing
Custom Definitions
Data Import
Social Settings

Set campaign timeout to correspond to the length of time you want to be able to attribute a session or conversion to one of your campaigns. For example, if you run seasonal campaigns, set this value to 3 Months; if you run weekly campaigns, set this value to 7 Days.

Tracking ID	Status
UA-73658871-1	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){([GoogleAnalyticsObject]=r;(r||!r)&&function(){
  ([r,q=[r,q[]].push(arguments)),i[r]=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>
```

PHP Implementation OPTIONAL

- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
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```
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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.