

GOOGLE ANALYTICS

HOW TO INSTALL

WHAT IS GOOGLE ANALYTICS?

Think of Google Analytics as your website's personal detective. It tells you exactly who's visiting your website, what they're doing when they get there, and most importantly - whether they're taking the actions you want them to take (like buying your products, filling out contact forms, or signing up for your services).

WHY THIS MATTERS TO YOU

Without Google Analytics, you're essentially running your business blindfolded. You might know you're getting website visitors, but you don't know:

- Where they're coming from - Are they finding you through Google searches, social media, or direct visits?
- What they actually want - Which pages are they spending time on? What are they ignoring?
- When they leave - And crucially, why they leave without buying or contacting you
- What's working - Which marketing efforts are actually bringing you customers vs. wasting your money

The best part? Google Analytics is completely free, and once it's set up, it works 24/7 to give you these insights.



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WHAT YOU'LL NEED BEFORE STARTING

- A Google account (the same one you use for Gmail is fine)
- Access to your website's backend (or someone who can help you add a small piece of code)
- About 15-20 minutes of your time

Important Note: If your website was built on WordPress, Shopify, Wix, or similar platforms, the setup process is much easier than you might think.

STEP 1: CREATE YOUR GA ACCOUNT

Go to **Google Analytics** by visiting analytics.google.com
Click "Start Measuring" or "Get Started Today"

Setup Your Account

- **Account Name:** Use your business name (e.g., "Smith Plumbing Services")
- **Data Sharing Settings:** You can leave these as default - they help Google improve the service
- Click "Next"

Create a Property

- **Property Name:** Your website name (e.g., "Smith Plumbing Website")
- **Reporting Time Zone:** Choose your local time zone
- **Currency:** Select your local currency
- Click "Next"

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Tell Google About Your Business

- **Industry Category:** Pick the closest match to your business
- **Business Size:** Choose your company size
- **How you intend to use Google Analytics:** Select what applies (it doesn't actually matter what you select here!)

STEP 2: SET UP DATA COLLECTION

Choose Your Platform

- Select "Web" since you're tracking a website
- Click "Next"

Add Your Website Details

- **Website URL:** Enter your full website address (e.g., <https://www.yourwebsite.com>)
- **Stream Name:** This can be your website name again
- Click "Create stream"

Get Your Tracking Code

- Google will show you a "Measurement ID" that looks like "G-XXXXXXX"
- **Don't close this page yet** - you'll need this code in the next step

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STEP 3: INSTALL GOOGLE ANALYTICS ON YOUR WEBSITE

This is where it gets technical, but I'll break it down by the most common website types:

For WordPress Websites

Option 1: Using a Plugin (Easiest)

1. In your WordPress dashboard, go to "Plugins" → "Add New"
2. Search for "Site Kit by Google"
3. Install and activate the plugin
4. Follow the setup wizard to connect your Google Analytics account
5. The plugin will handle everything automatically

Option 2: Manual Installation

1. Copy the Measurement ID from Google Analytics (starts with "G-")
2. In WordPress, go to "Appearance" → "Theme Editor"
3. Find the "header.php" file
4. Paste the Google Analytics code just before the closing `</head>` tag
5. Save the file

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For Shopify Stores

1. In your Shopify admin, go to "Online Store" → "Themes"
2. Click "Actions" → "Edit code"
3. Open the "theme.liquid" file
4. Paste your Google Analytics code before the closing `</head>` tag
5. Save the file

For Wix Websites

1. In your Wix dashboard, go to "Settings" → "Tracking & Analytics"
2. Click "New Tool" → "Google Analytics"
3. Paste your Measurement ID
4. Save the changes

For Other Website Types

If your website is built on a different platform, you'll need to:

1. Access your website's HTML files
2. Find the main template or header file
3. Add the Google Analytics tracking code before the closing `</head>` tag

Not Sure How to Do This? Don't worry - most web developers or website support teams can do this in minutes. Just send them your Measurement ID and ask them to "install Google Analytics 4 tracking."

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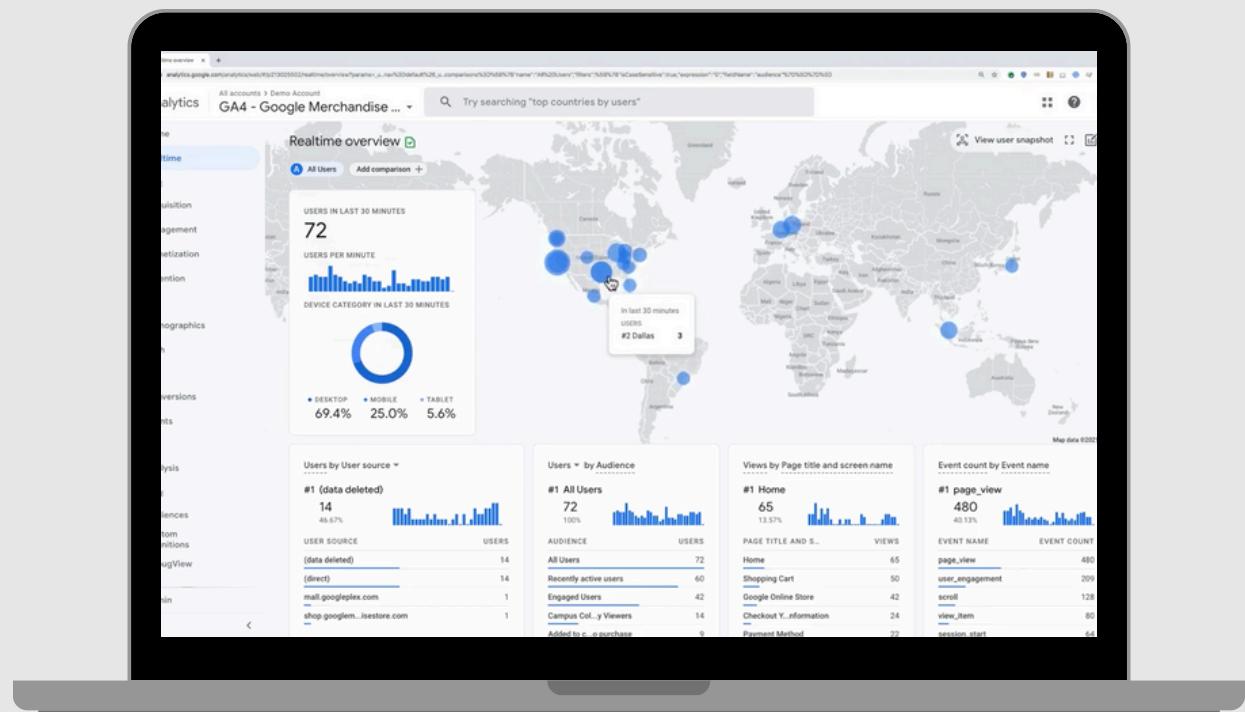
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STEP 4: VERIFY EVERYTHING IS WORKING

Check Real-Time Reports

- Go back to your Google Analytics account
- Click on "Reports" in the left sidebar
- Click "Realtime"
- Open your website in a new tab and browse around
- You should see your visit appear in the real-time report within a few minutes

Wait for the data, it usually takes 24–48 hours for reports to fill. If nothing appears after a couple of days, we'll double-check the setup.



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NEXT STEPS

You've taken the first step by setting up Google Analytics. The real value comes from using the data to guide your decisions, from understanding what visitors are looking for, to spotting where you might be losing them, to focusing your time and budget on what actually works.

If you'd like some support, I can help you:

- Make sense of the numbers in plain English
- Spot simple ways to improve your website's performance
- Understand which marketing activities are worth your investment
- Set up extra tracking if you'd like deeper insights

I offer a free 30-minute call where we can look at your website together and talk through the next steps that would make the biggest difference.

To book, just visit sowtheseedmarketing.co.uk.

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