How to Set Up Google Analytics (For Beginners)

go western
newfoundland

How to Utilize Google Analytics

This guide will help you install Google Analytics on your website so you can see:

- How many people visit your website
- Where your visitors come from
- Which pages they view
- If people fill out forms or make bookings

You only need to set this up once.

Estimated setup time: **15–30 minutes**

Step 1 — Create a Google Account (If You Don't Have One)

Google Analytics requires a **Google account**.

1. Go to: https://accounts.google.com/signup
2. Create an account.

   Example: Name: John Smith
   Email: johnsmith@gmail.com

3. Save your login information.

If you already have Gmail or a Google account, **skip this step**.

Step 2 — Open Google Analytics

1. Go to: https://analytics.google.com
2. Click the blue button: **Start Measuring**

Step 3 — Create Your Analytics Account

You will now see a form.

Account Name
Type your business name.

Example: Ocean Kayak Tours

Leave the checkboxes selected.

Click: **Next**

Step 4 — Create Your Website Property

Now enter information about your website.

Property Name

Type your website name.

Example: Ocean Kayak Website

Reporting Time Zone

Choose your location.

Example: Canada – Eastern Time

Currency

> Choose your local currency.
>
> Example: Canadian Dollar (CAD)

Click: **Next**

Step 5 — Business Information

Choose the options that best describe your business.

- Industry Category

    Example: Tourism
    Travel
    Outdoor Recreation

- Business Size

    Choose the closest option.

    Example: Small (1–10 employees)

Under **How do you intend to use Google Analytics**, select the obejctives that are most relevent to you:

✓ Examine user behaviour
✓ Measure marketing performance
✓ Understand website traffic

Click: **Create**

Step 6 — Accept Google's Terms

You will see Google's legal agreement.

1. Select your country
2. Check the agreement boxes

3. Click **Accept**

Step 7 — Add Your Website

You will now add your website so Google can track it.

Click: **Web**

You will see a form.

> Website URL
>
> Type your website address.
>
> > Example: https://www.oceankayaktours.com
>
> Stream Name
>
> Type something simple: Main Website
>
> *It's your choice if you'd like to select enhanced measurement.

Click: **Create Stream**

Step 8 — Copy Your Tracking ID (Google Tag)

After creating the stream, Google will show a **Tracking ID**.

It looks like this: G-ABC123XYZ

Keep this page open. You will need this code.

Step 9 — Install the Tracking Code on Your Website

This step connects your website to Google Analytics. How you do this depends

on your website platform.

- Option A — WordPress Website
  i. Log into your **WordPress dashboard**

     Example: www.yourwebsite.com/wp-admin

  i. Go to: **Plugins → Add New**
  ii. Search for: Site Kit by Google
  iii. Click: **Install**
  iv. Then click: **Activate**
  v. Follow the instructions to connect your **Google account**.
  vi. When asked, select your **Google Analytics account**.

- Option B — Wix Website
  i. Log into **Wix**
  ii. Open your website dashboard
  iii. Click: **Settings**
  iv. Click: **Marketing Integrations**
  v. Find: **Google Analytics**
  vi. Paste your **Tracking ID (G-XXXXXXXX)**
  vii. Click **Connect**

- Option C — Squarespace Website
  i. Log into **Squarespace**
  ii. Go to: **Settings**
  iii. Click: **Developer Tools**
  iv. Click: **External API Keys**
  v. Paste your **Tracking ID**
  vi. Save.

Step 10 — Test That It Works

Now confirm that Google Analytics is tracking visitors. Click **Test Installation.**

1. Go back to: https://analytics.google.com
2. Click: **Reports**
3. Click: **Realtime**

Now open your website in another browser tab.

Example: www.yourwebsite.com

Within a few seconds you should see: 1 active user. That means **tracking is working**.

> ✅ **Congratulations!**
> You have successfully set up Google Analytics. You can now monitor and track your website performance as well as run Google Ad campaigns. Create an ad and it'll show to people who visited your site or who are interested in what you offer.

Step 11 — What You Can Now See

After a few hours or days, Google Analytics will start showing data.

You can see:

Visitors	Traffic Sources	Popular Pages
How many people visit your website. • Demographics of website visitors • Online attributes	Where visitors come from: • Google Search • Facebook/Instagram • Other websites	Which pages people view the most. Example: • Homepage • Booking page • Tour descriptions

Step 12 — Check Your Analytics Monthly

You should review your analytics **once per month.**

Look for:

- Total visitors
- Most popular pages
- Where visitors come from
- Which marketing campaigns work best

Troubleshooting

No Data Appearing

Check these things:

✓ Tracking ID entered correctly
✓ Website changes were **published**
✓ Ad blockers disabled

Sometimes data can take **24 hours** to appear.

Need Help?

If you have difficulty setting up Google Analytics, you can contact your website developer. You may also email **sophia@gowesternnewfoundland.com** for assistance.

> **Info**
>
> If you would like to learn more about how Google Analytics works, Google also offers a **free beginner training course** here: https://analytics.google.com/analytics/academy/course/6
>
> This course walks you through the basics of Google Analytics and how to understand your website traffic.