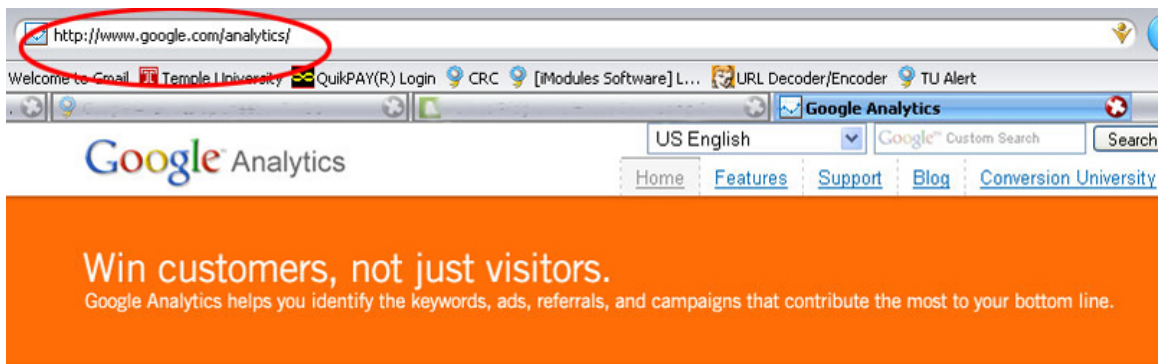


## Google Analytics Tip Sheet

### Step 1

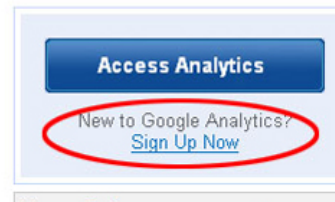
Create a Google/Gmail account. Google Analytics is free if you have an account. Visit [www.google.com/analytics](http://www.google.com/analytics) to set up your account.



#### More enterprise features

Google Analytics now makes the [features](#) that experts demand easy to use for everyone. Gain rich insights into your website traffic with Advanced Segmentation, Custom Reporting, Motion Charts, and more.

Improve your online results



## Step 2

Once you create your account, you're prompted to Sign Up for the free Analytics account.

### Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

(5M pageview cap per month for non AdWords advertisers.)

**Sign Up for Google Analytics**

You are just a few steps from Google Analytics. Click on the **Sign Up** button to get started.

**Sign Up »**



#### Common Questions

- How does Google Analytics help my AdWords account?
- How much does Google Analytics cost?
- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

## Step 3

Enter your site name and other information.

### Analytics: New Account Signup

**General Information** > Contact Information > Accept User Agreement > Add Tracking

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

**Website's URL:**   (e.g. www.mywebsite.com)

**Account Name:**

**Time zone country or territory:**

**Time zone:**

#### Common Questions

- I do not own my web site domain. How do I set up Google Analytics?
- Can I track websites for which I'm not running an AdWords campaign?
- How do I track unique areas within my website separately?
- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

## Step 4

Enter your personal information.

Google Analytics @gmail.com | Help | Sign Out

Getting Started

### Analytics: New Account Signup

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Last Name:

First Name:

Phone Number:  (e.g. 123-123-1234)

Country or territory:

#### Common Questions

- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

© 2008 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact us](#) | [Analytics Blog \(in English\)](#)

## Step 5

### Analytics: New Account Signup

General Information > Contact Information > **Accept User Agreement** > Add Tracking

Please carefully read the following terms and conditions, then select the checkbox to accept.

**GOOGLE ANALYTICS TERMS OF SERVICE**

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

"Customer Data" means the data concerning the characteristics and activities of visitors to your website that is collected through use of the UTM and then forwarded to the Servers and analyzed by the Processing Software.

"Documentation" means any accompanying proprietary documentation made available to You by Google for use with the Processing Software, including any documentation available online or otherwise.

Yes, I agree to the above terms and conditions.

#### Data Sharing Settings

Your account is opted in to receiving benchmarking and ad service features which require access to your Google Analytics data.

[Edit Settings](#) | [Learn More](#)

[← Back](#)

[Create New Account](#)

#### Common Questions

- [Will my website be affected by Google Analytics?](#)
- [Who will have access to my Google Analytics data?](#)

## Step 6

Cut and paste the code and email it to your webmaster (or email [webcomm@temple.edu](mailto:webcomm@temple.edu) if your webmaster cannot access your sites' templates.)

Once the code has been added, you will be able to sign in and access your website activity reports.

Google Analytics @gmail.com | Help | Sign Out

Getting Started

### Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > **Add Tracking**

**New Tracking Code (ga.js)** Legacy Tracking Code (urchin.js) Copy javascript

Copy the following code block into every webpage you want to track immediately before the `</body>` tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting **new features** as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type=" +
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-6468594-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

**Note:** We recommend that you do not include both tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the legacy code remains on others.

**What if I'm not the person who updates the website?** Email the code above and instructions to your technical team or website administrator. Once they have added this tracking code to your website, click 'Check status' from the Analytics Settings page to find out if your website is being tracked and data is being collected.

[Continue »](#)

Comm Quest

- Hc ad tra co my we
- Hc th: en the tra co co on pa
- Hc lor do tal se rej da aft ad the tra co

## Step 7

Please add tuwebhelp@gmail.com as an administrator. To do this click on “User Manager.” This is to allow us to help you in future if needed.

Google Analytics @gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Click to select Website Profile | My Analytics Accounts: www.myowospace.com

Drive targeted traffic to your site. Use AdWords with your Google Analytics Account. Tell me more about AdWords. | How can I use AdWords and Analytics together?

Analytics Settings - www.myowospace.com (Edit Account and Data Sharing Settings)  
Manage your profiles, goals and account access from this page

Name	Domain	Reports	Settings	Delete	Status
1. www.myowospace.com	http://www.myowospace.com	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✓ Receiving Data Conversion Goals (0)
2. www.temple.edu	http://www.temple.edu	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✓ Receiving Data Conversion Goals (0)
3. www.temple.edu/ucomm/getcreative	http://www.temple.edu/ucomm/getcreative	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✓ Receiving Data Conversion Goals (0)
4. www.temple.edu/ucomm/webcommunications	http://www.temple.edu/ucomm/webcommunications	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✓ Receiving Data Conversion Goals (0)
5. www.temple.edu/undergrad	http://www.temple.edu/undergrad	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✓ Receiving Data Conversion Goals (0)

[Add Website Profile»](#) [User Manager»](#) [Filter Manager»](#)

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more.](#)

**Number of Users: 8**  
Add or edit users. [Learn more.](#)

**Number of Filters: 0**  
Filters can be used to customize the way data is displayed in your reports. [Learn more.](#)

## Step 8

Click “Add User.”

Google Analytics @gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Click to select Website Profile | www.myowospace.com

Analytics Settings > User Manager

### User Manager

To give access to a new user, click the Add User link. You can edit or delete existing report access using the links in the Existing Access table below.

User Email Address	User Type	Settings	Delete
1. tuwebhelp@gmail.com	Administrator	<a href="#">Edit</a>	<a href="#">Delete</a>
2. [redacted]@hotmail.com	Administrator	<a href="#">Edit</a>	<a href="#">Delete</a>

**Helpful Links**

- How do I grant other users access to my reports?
- Who will have access to my Google Analytics data?
- Will the users of my Google Analytics account have access to my AdWords account?
- Will shared users added in AdWords have access to reports on www.google.com/analytics?

## Step 9

Enter tuwebhelp@gmail.com and set access type as “Account Administrator.”

Google Analytics @gmail.com | Settings | My Account | Help | Sign out

Analytics Settings | View Reports: Click to select Website Profile

Analytics Settings > User Manager > Create New User For Access www.myowlspace.com

### Create New User For Access

Enter user information below to grant access to reports and report settings, and optionally grant Account Administrator privileges.

**Enter User Information:**

Email address:  (Must be a Google Account. [Learn more.](#))

Access Type:

**Allow access to:**

Available Website Profiles	Selected Website Profiles
<ul style="list-style-type: none"><li>www.myowlspace.com</li><li>www.temple.edu</li><li>www.temple.edu/ucomm/getcreative</li><li>www.temple.edu/ucomm/webcommunications</li><li>www.temple.edu/undergrad</li></ul>	

Please note that Account Administrators have access to **all** reports and profiles in your account.

#### Common Questions

- How do I grant other users access to my reports?
- Who will have access to my Google Analytics data?
- Will the users of my Google Analytics account have access to my AdWords account?
- Will shared users added in AdWords have access to reports on www.google.com/analytics?

## Step 10

Start analyzing the many reports of Google Analytics. It's a great way to see what your users are clicking, how they're navigating the site and trends over time.

