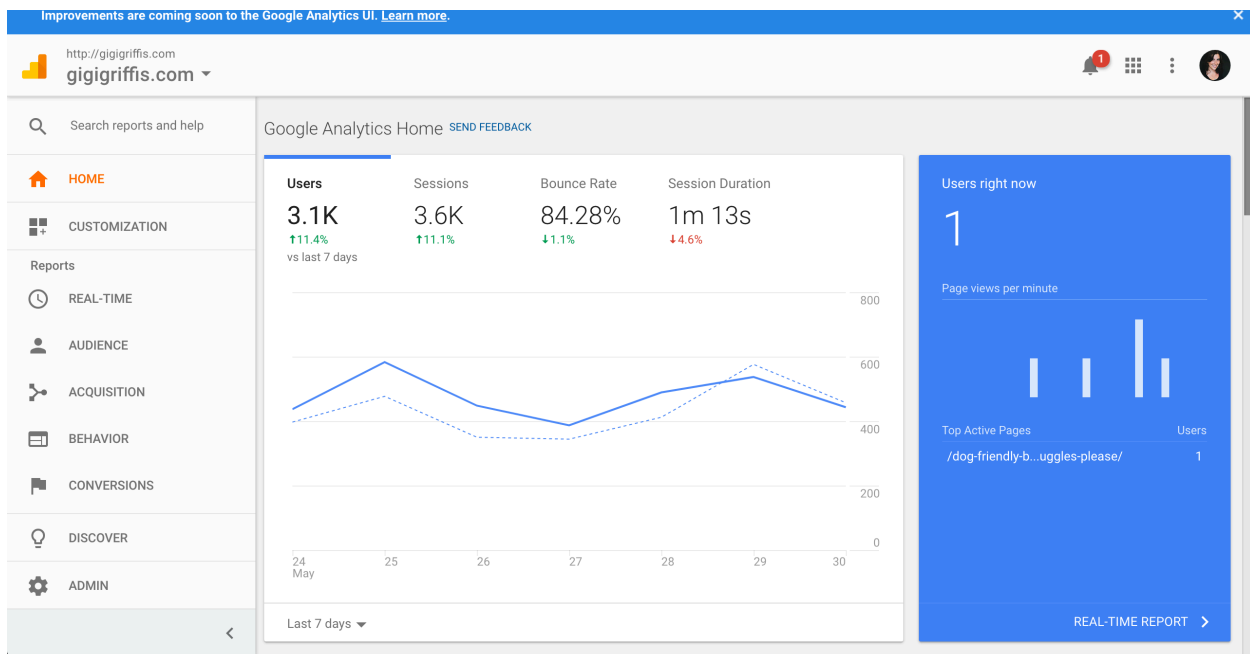


HOW TO SET UP GOOGLE ANALYTICS

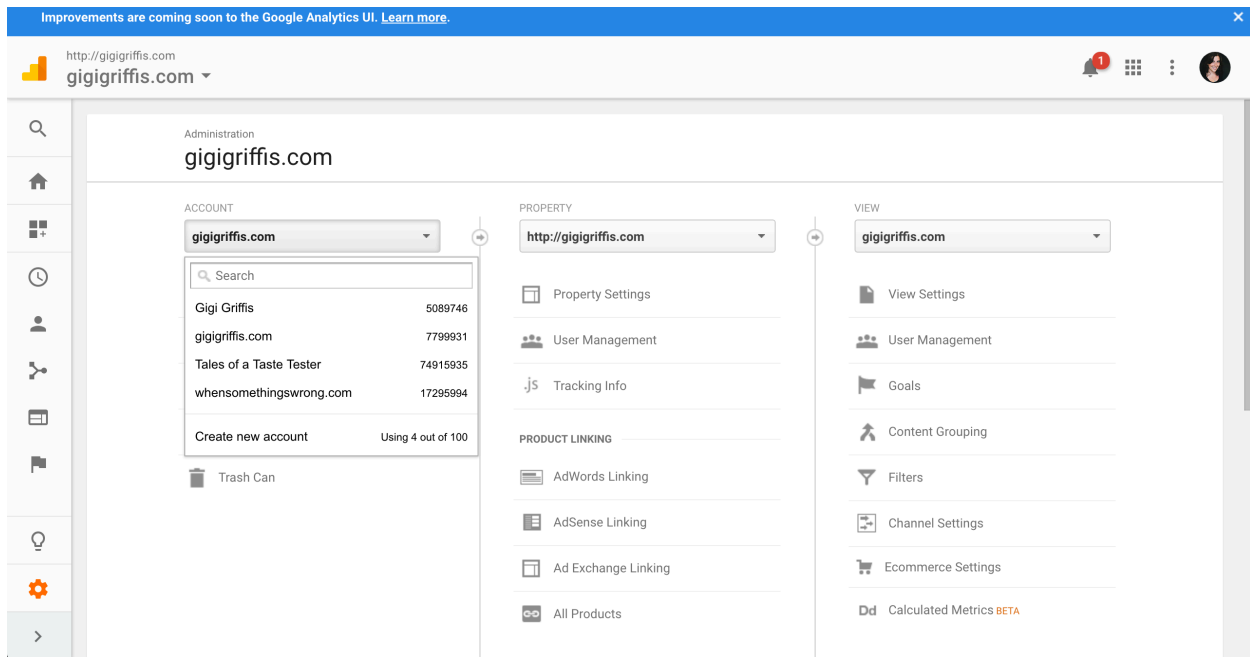
Google Analytics is a free way to track how many people are visiting your website, what they're looking at, how long they're staying, and where they're coming from. It can be really useful as you make ongoing decisions about what content to create, get rid of, change, etc.

Here's how to set it up:

1. Go to Google.com/analytics.
2. At the top right of the screen, click on Sign In and choose Analytics. This will take you to a dashboard. Once there, click on Admin at the bottom left of the page.

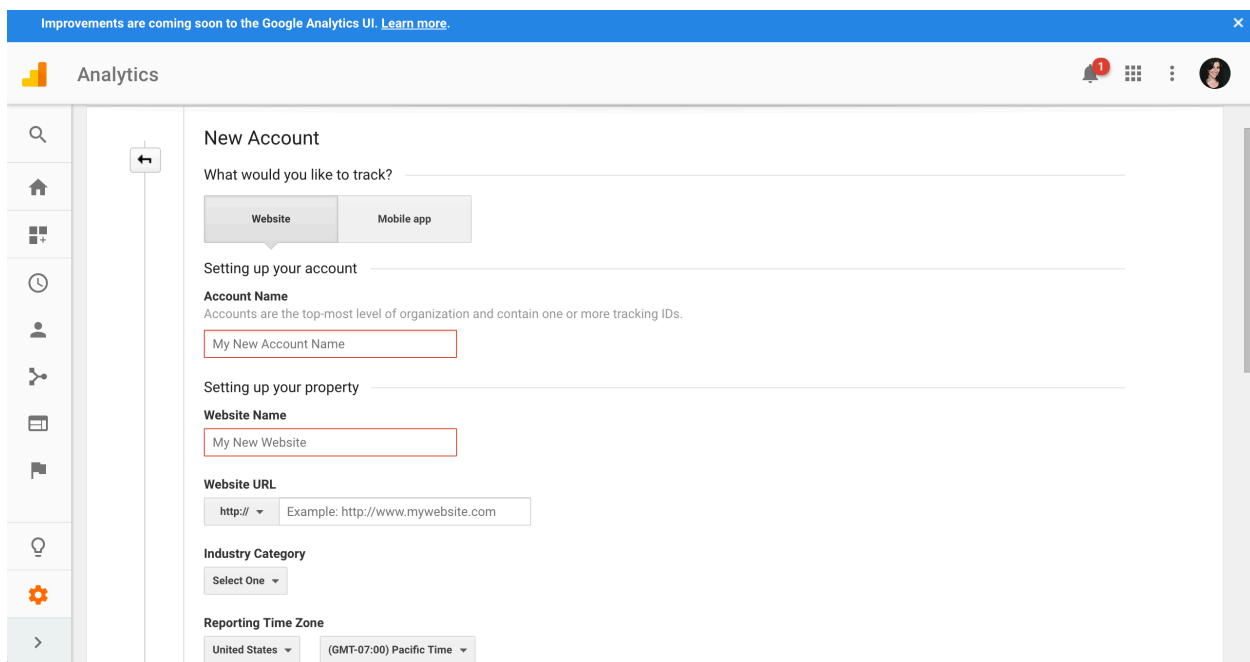


3. On the next page, click on the Account drop down menu and select Create new account.
(Scroll down for screenshot)



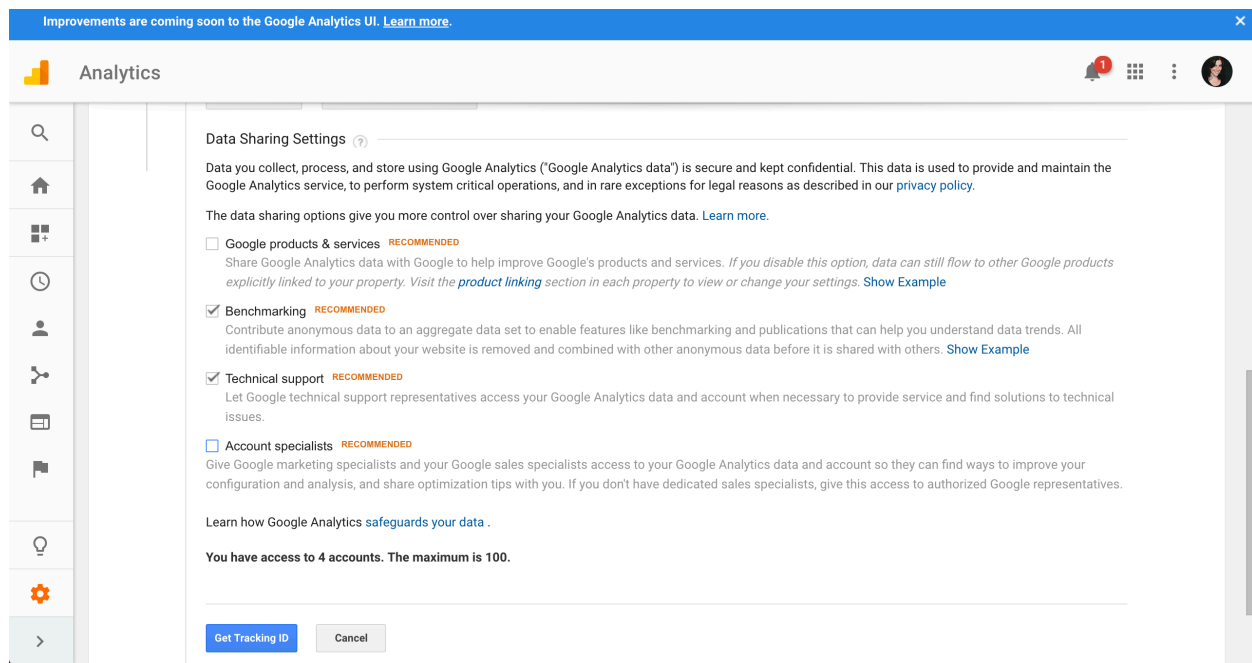
4. Now, enter an account name (your name or the name of your business works well here) and the website name (it can be the same or different), then your website URL (domain name – for example: gigigriffis.com).

You can also select an industry category and a reporting time zone.

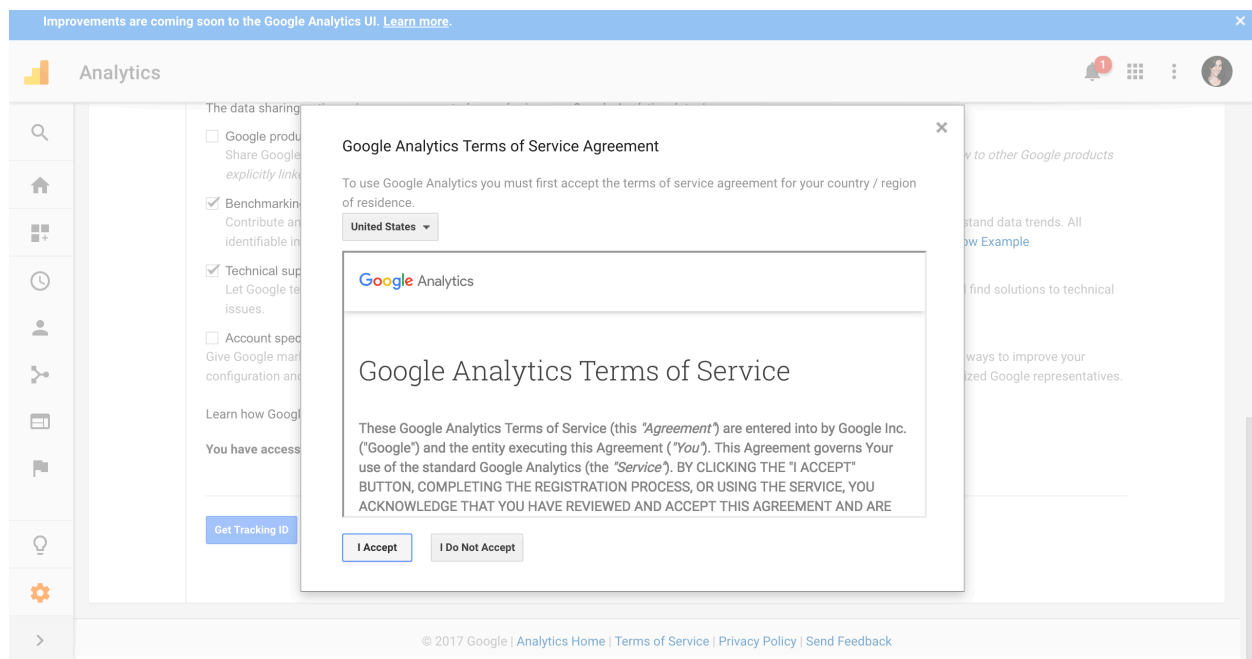


5. Under Data Sharing Settings, I usually keep the Benchmarking and Tech support boxes checked while unchecking the other boxes, as I don't want Google using my data for marketing purposes.

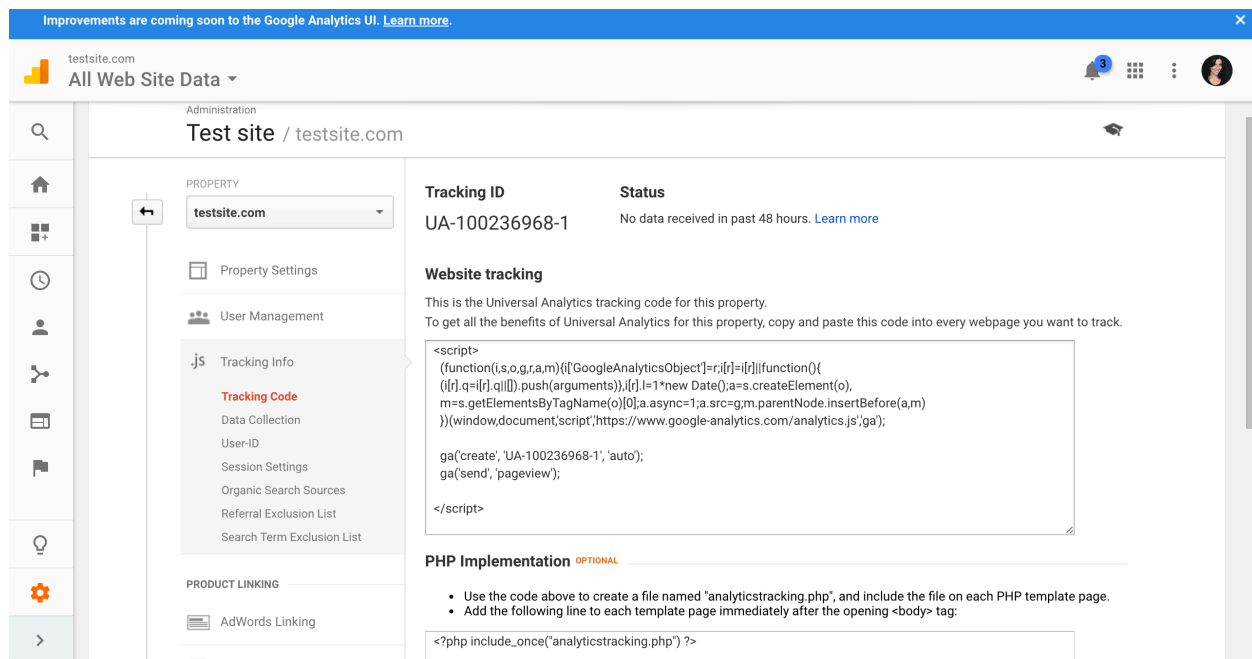
6. Once you've entered all the info, click Get Tracking ID.



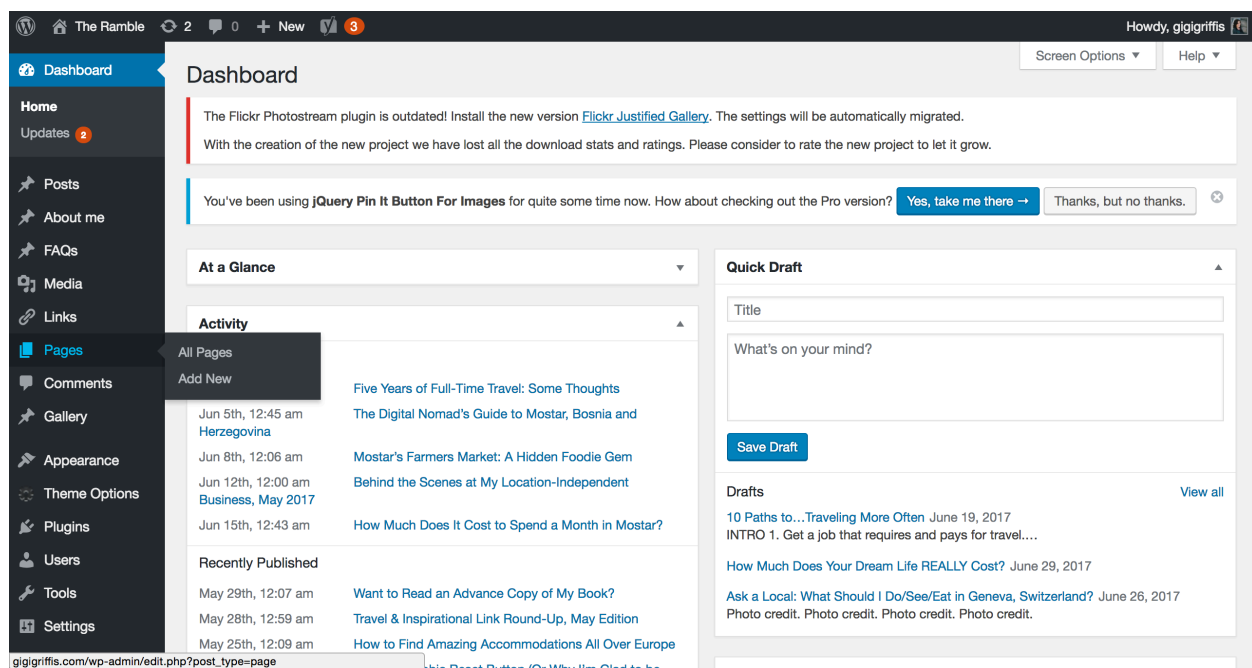
7. Click I Accept to accept Google's terms of service.



8. Now, a page should appear with your tracking code. Copy the code (hold down control and hit C on a PC or command C on a Mac) and leave this browser window open in case you need to come back to it.



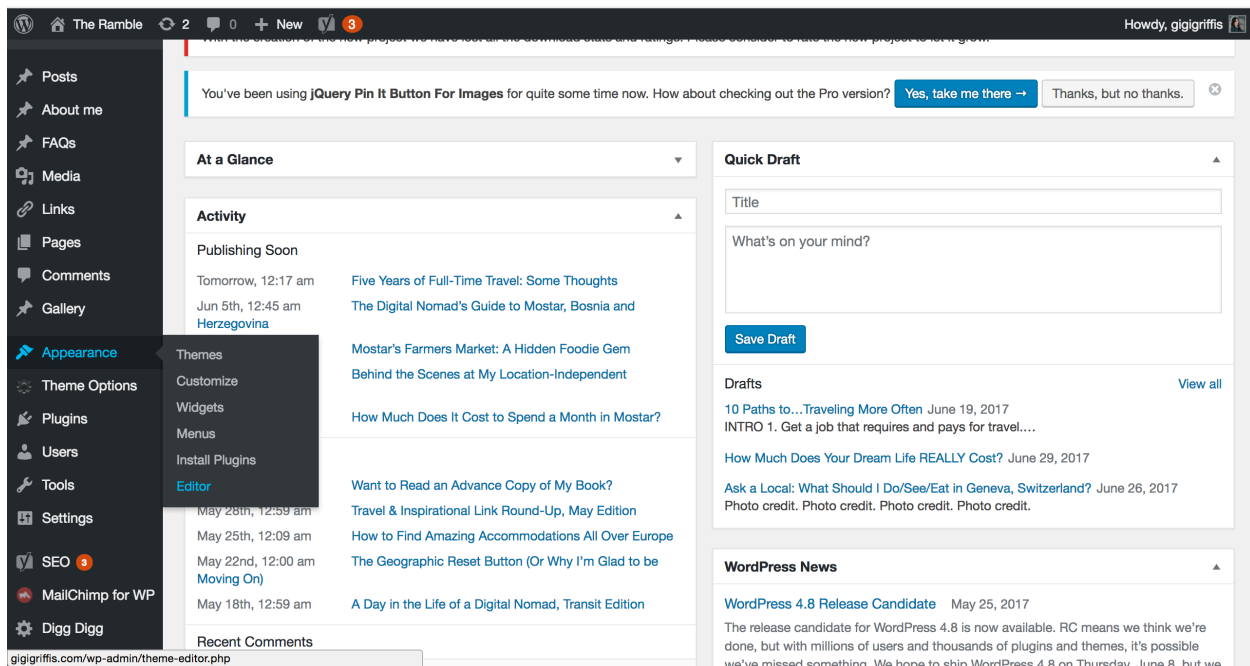
9. Open a second browser window or tab with your Wordpress (yourdomain.com/wp-admin).



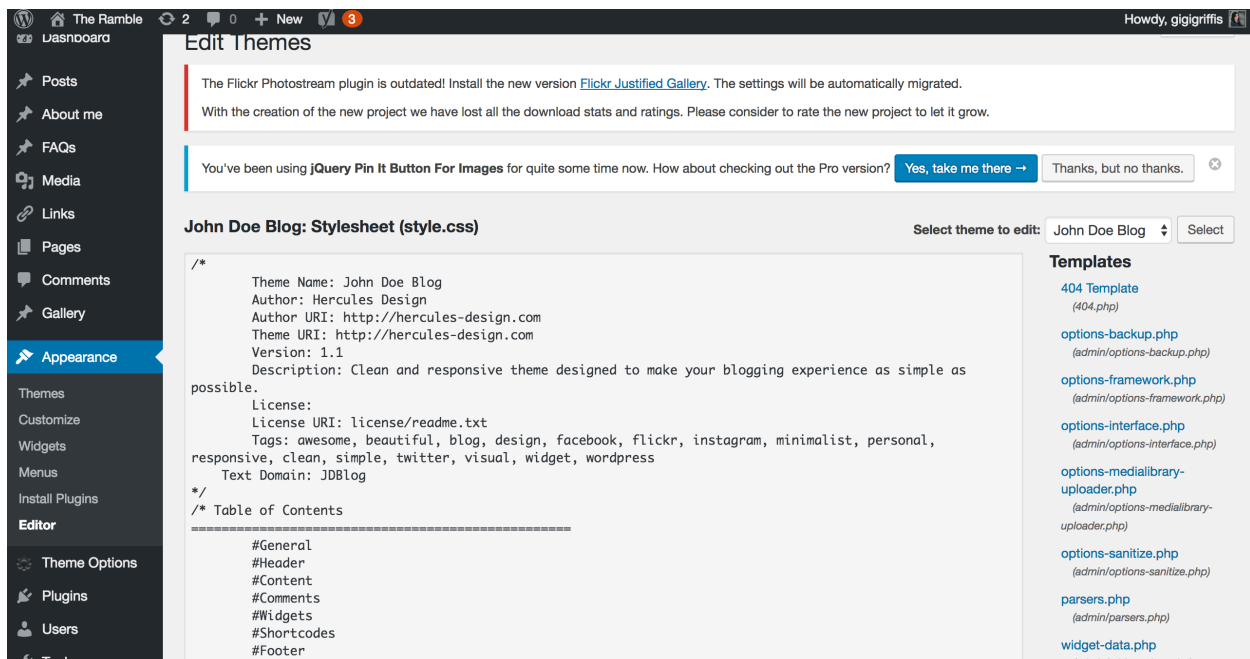
10. Now, it's time to add your Google Analytics code to your website. There are potentially two ways to do this. If your Wordpress has a theme section in the left navigation (if your theme is called Enfold, the section will probably be called Enfold, for instance), click on it. This area will have some settings and may have a place for "Google Analytics code" – if you see that, you can paste your code in there and save.

If not, (as in the example above, which doesn't have a theme settings section) follow these instructions:

11. Go to Appearance and click on Editor.



12. A screen will appear with some code on it as seen below.

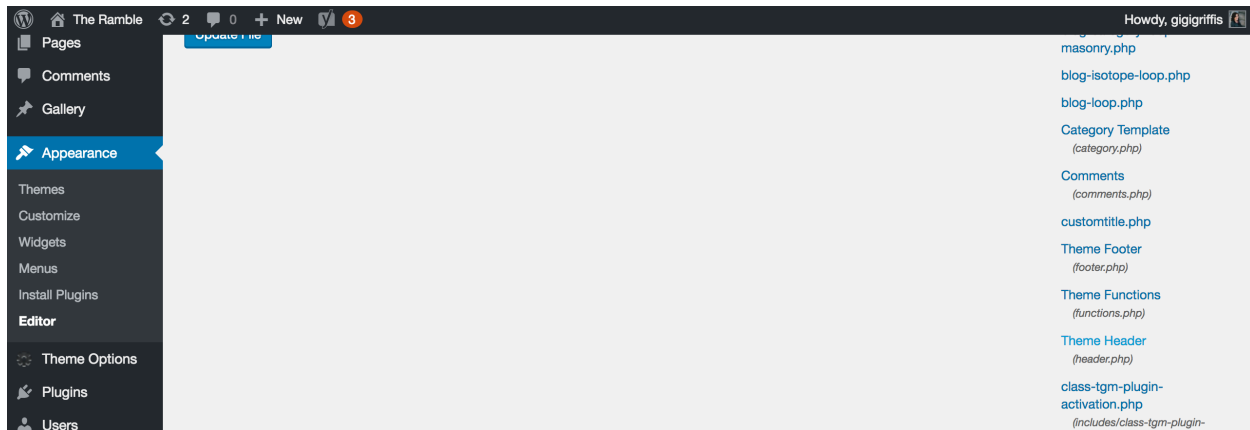


13. On the right of the screen, locate the file *header.php*.

If you're having trouble finding it, a trick to use is holding down the control key and pressing F (or command F if you're on a mac). This will allow you to search the page for anything. In the box

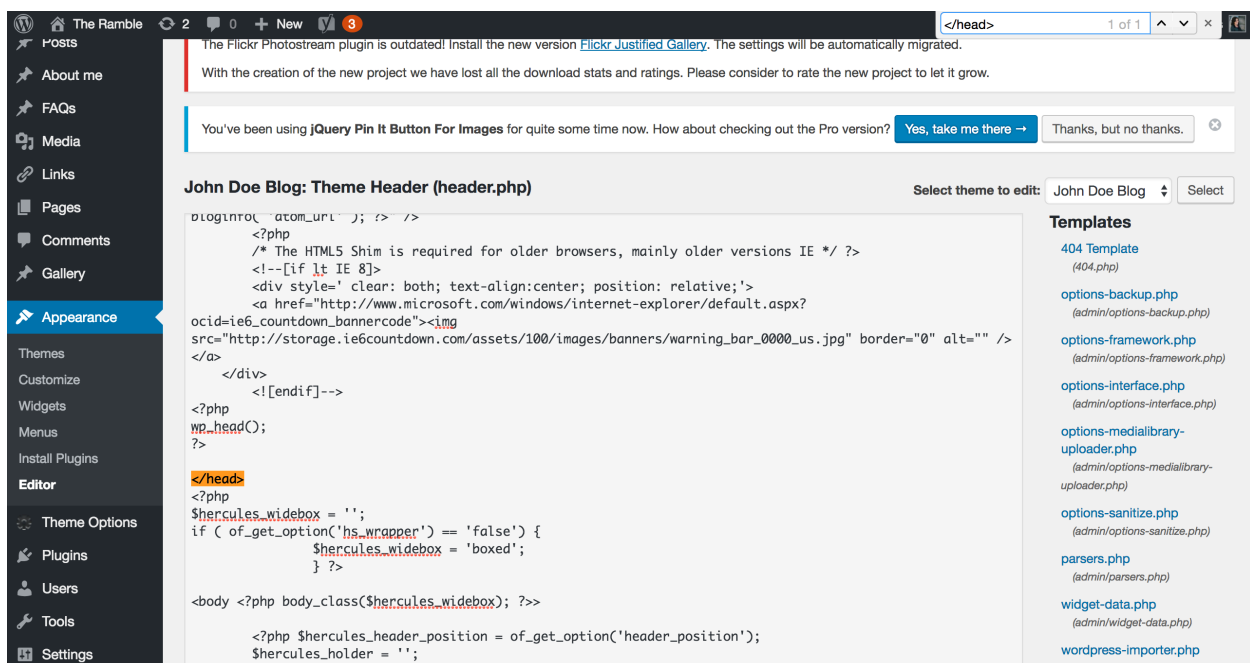
that pops up at the top right of your browser, type `header.php` and the page should automatically scroll down and highlight the file for you.

Once you've located the file, click on it.



14. The screen will refresh and show you the content of the `header.php` file. (At the top it should say `(header.php)`).

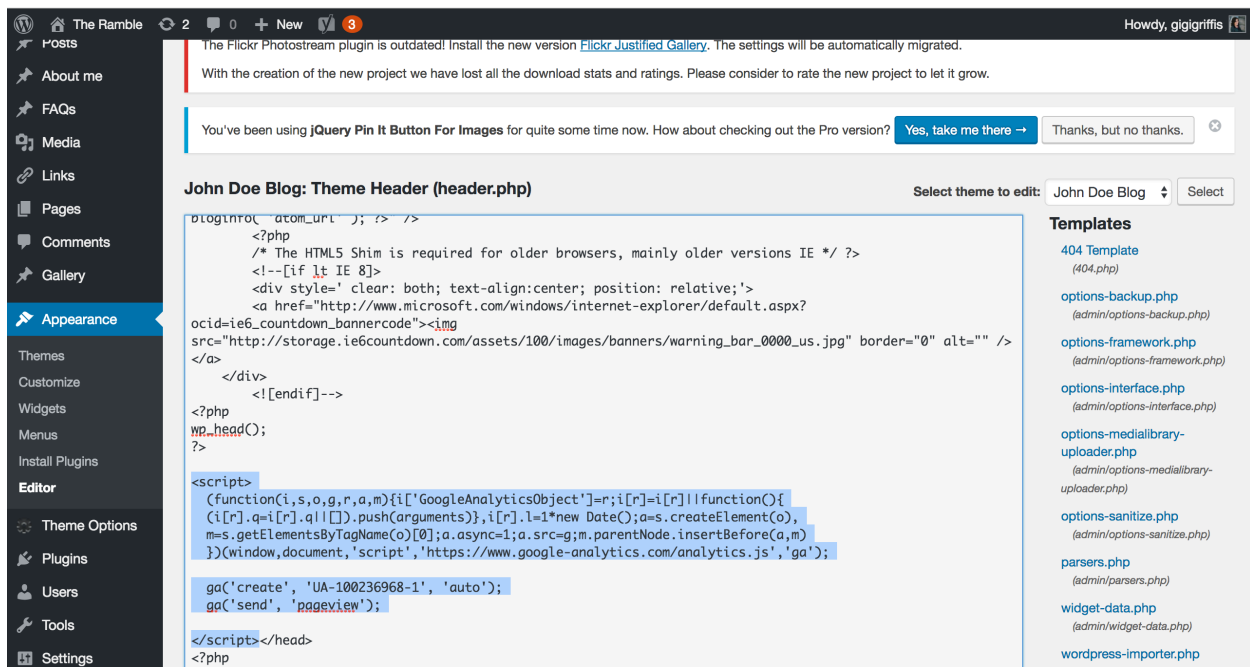
15. Use control F (or command F on a mac) to search again. This time, you want to search for `</head>`.



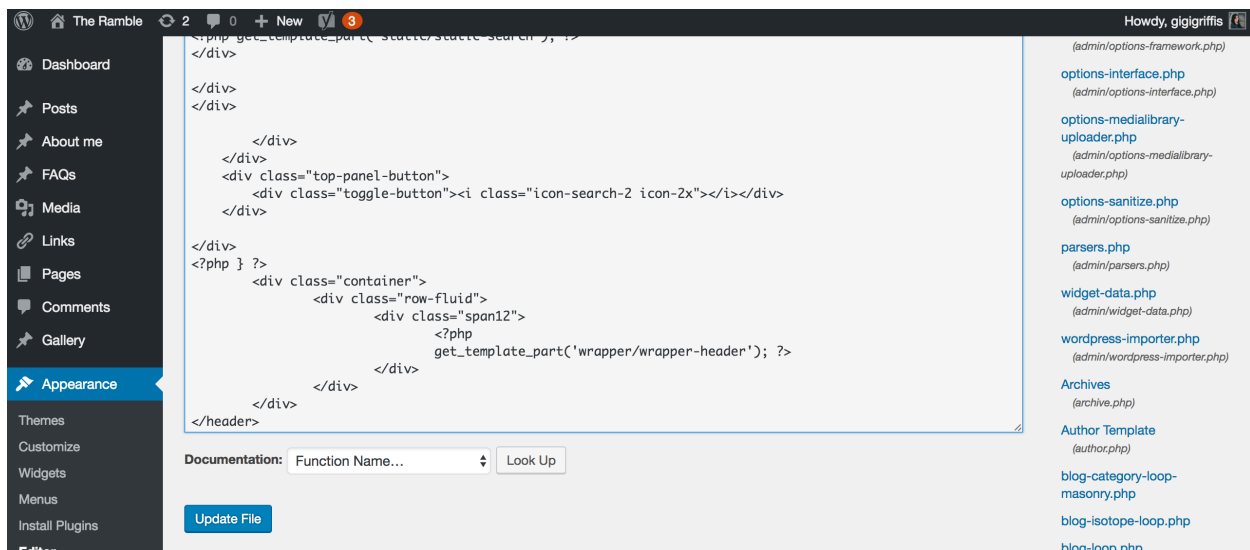
16. Now, click just to the left of the `</head>` tag and paste your Google Analytics code using control (or command) V.

If you need to, you can go back to your Google Analytics browser tab and re-copy the code using control/command C, then come back here to paste it.

Once you've pasted your code, it should look something like the below:



17. Now, scroll down below the code area and choose Update File. This saves your changes.



18. Congrats! Your code is all set. It'll take Google Analytics at least a few hours to start tracking things, but by the time we launch you should immediately start getting data on your visitors.