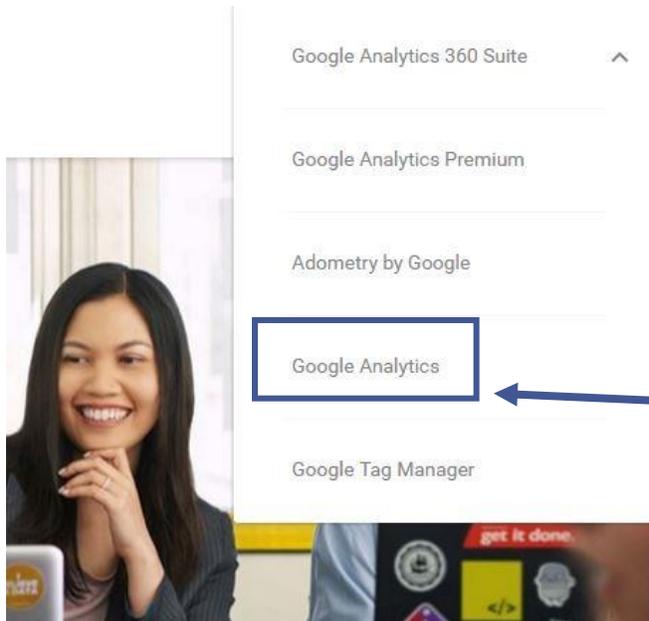


How to Set Up Your Initial Property

Setting up your first property in Google Analytics is nice and easy! A property is differentiated from another property by the last number in the tracking ID.

First, you will need to sign into [Google Analytics](#).



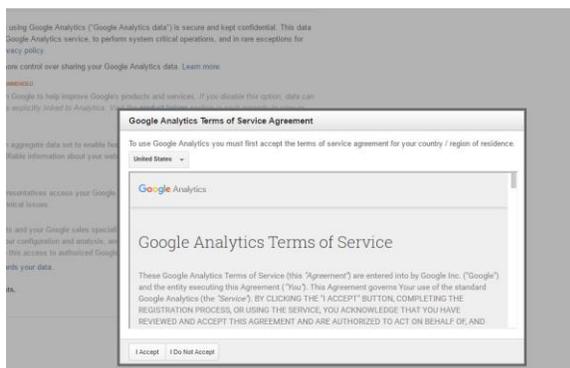
Click this button.

This will prompt you to sign into your Google account. This is the account that will be associated with

your Analytics from now on.



Click Sign Up, obviously. I know you're smart; I probably didn't need to tell you that, huh?



There is, of course, the obligatory boring ToS agreement that you have to Accept. Read the ToS or not, at your own peril.

New Account

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category ?

New Account

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category ?

Reporting Time Zone

Fill out all of this loveliness. Yes, you know how much fun it's going to be! It only takes about a minute (probably less), so just go ahead and get it over with.

At the bottom of the New Account page is a bunch of check boxes. You can leave them all checked, unless you don't want to send Google any of your data. They've never bothered me about any of it, so I just leave it checked.

This is what it looks like filled out with the info I used for our test account.

Don't worry about the Industry Category. In the end, it doesn't particularly matter. Just pick something close to your niche and go with it.

Hey, we're finally getting to the good stuff! Click out of the necessary-evil that is this warning:

your campaigns. For example, if you run seasonal campaign set this value to 7 Days.

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.

OKAY, GOT IT!

15-1

ing

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.

It's essentially just telling you that WordPress might be a bit more difficult to implement. It's not really true, and I'll show you why later! For now, just tell Google that you've got this. Because you do.

Now you've got your tracking code! If you click in the tracking code box, it will highlight it all for you.

Tracking ID	Status
UA-75332815-1	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,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-75332815-1', 'auto');
ga('send', 'pageview');

</script>
```

Ctrl + C that code and get ready for the fun part! We're going to cover inserting your tracking code into your WordPress or non-blog website in the second lesson.