

## GOAL: Installing Google Analytics Code Inside Your Web Page.

To see the STATUS as Tracking Installed in your Google Analytics Account.

Account list › adminscjunk › Adminsctemp ▼

### Adminsctemp

Property ID: UA-36172052-1  
Default URL: http://www.adminsc.org

Profiles Tracking Info Property Settings Remarketing Lists

Tracking ID  
UA-36172052-1

Status: Tracking Installed

#### Website tracking

**Subdomains of adminsc**  
Examples: www.adminsc.org -and- apps.adminsc.org -and- store.adminsc.org

**Multiple top-level domains of adminsc**  
Examples: www.adminsc.uk -and- www.adminsc.cn -and- www.adminsc.fr ?

**DoubleClick**  
Requires a DoubleClick account.

**Custom campaign tags**  
Override tags with custom campaigns, e.g., define a search term with keyword in place of "utm\_term".

Save Reset

You must do this tutorial if you see the following status "Tracking Not Installed":

Account list › AD737 › http://www.ad737.com ▼

### http://www.ad737.com

Property ID: UA-18857715-1  
Default URL: http://www.ad737.com

Profiles Tracking Info Property Settings Remarketing Lists

Tracking ID  
UA-18857715-1

Status: **Tracking Not Installed**  
Last checked: Nov 9, 2012 2:23:56 PM PST  
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function properly, you must install the tracking code on your website.  
[Learn more](#)

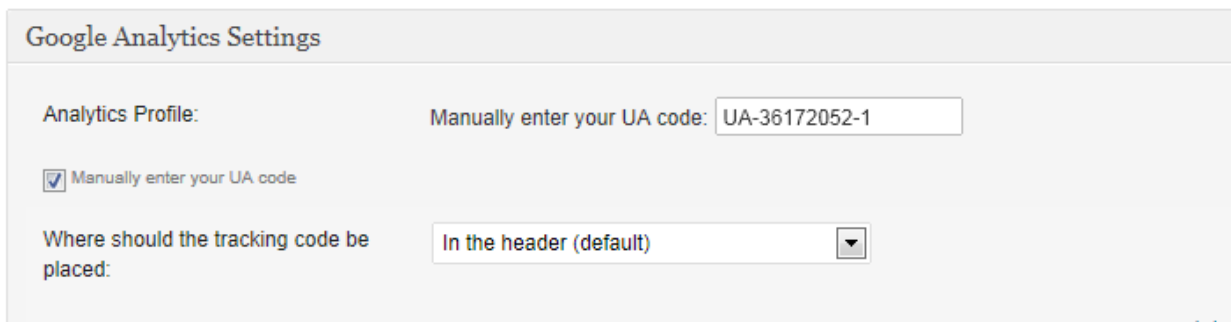
#### Website tracking

**Subdomains of ad737**  
Examples: www.ad737.com -and- apps.ad737.com -and- store.ad737.com

**Multiple top-level domains of ad737**  
Examples: www.ad737.uk -and- www.ad737.cn -and- www.ad737.fr ?

## What must be done?

Before you begin goto [www.google.com/analytics](http://www.google.com/analytics) and get your account set up for the website. (This tutorial is covered elsewhere).



The screenshot shows the 'Google Analytics Settings' interface. It includes a section for 'Analytics Profile' with a text input field containing 'UA-36172052-1'. Below this is a checked checkbox labeled 'Manually enter your UA code'. There is also a dropdown menu for 'Where should the tracking code be placed:' with 'In the header (default)' selected.

You may want to identify your UA code and paste it.

## Which Plug-in are we going to use?

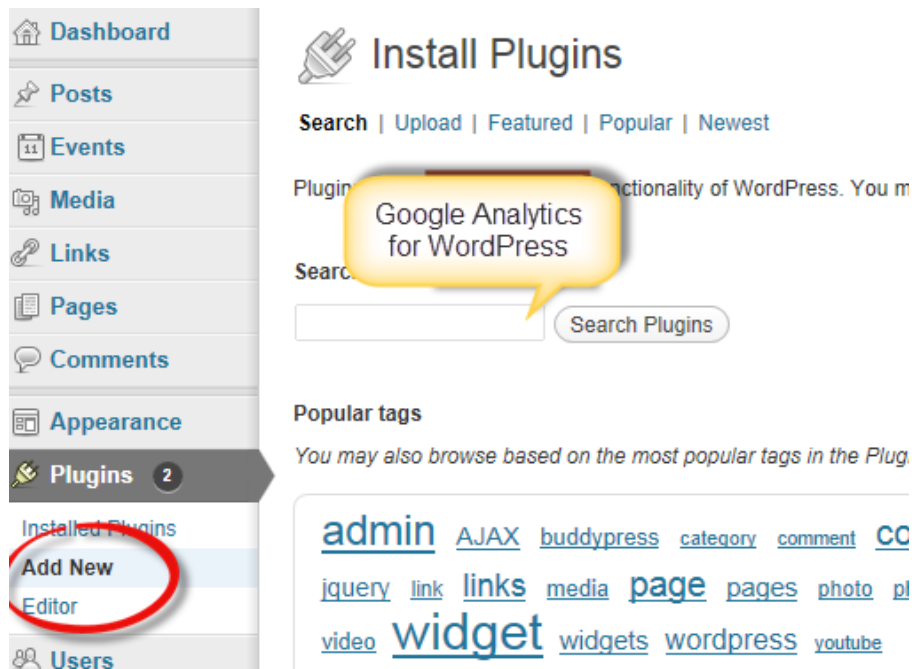
Google Analytics for Wordpress is a good plugin. It has a video which you should watch at <http://yoast.com/wordpress/google-analytics/>



The screenshot shows the Yoast website's product page for the 'Google Analytics for WordPress' plugin. The page features the Yoast logo and navigation menu. The plugin details include: Version: 4.2.8, Requires: 2.6, Tested up to: 3.4.2, # Downloads: 3,800,078, # Ratings: 1,136, Rating: 4.5 stars, and Price: Free. There are buttons for 'Download', 'Forums', and 'Donate'. A search bar and a newsletter subscription form are also visible on the right side of the page.

## Let us download the plugin in WordPress

1) Download a plugin called Google Analytics for WordPress. Follow these tutorial steps.



You will type the following and search for the plugin:



## You will next install and activate the plugin.

 **Install Plugins**

Search | **Search Results** | Upload | Featured | Popular | Newest

Keyword

Name	Version	Rating	Description
Google Analytics for WordPress <a href="#">Details</a>   <a href="#">Install Now</a>	4.2.8	★★★★☆	The Google Analytics for WordPress plugin a Check out the Google Analytics for WordPres Full list of features: Simple installation through integration with G

*Install*

in Sc 13 + New

 **Installing Plugin: Google Analytics for WordPress 4.2.8**

Downloading install package from <http://downloads.wordpress.org/plugin/google-analytics-for-wor>


Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google Analytics for WordPress 4.2.8**.

[Activate Plugin](#) | [Return to Plugin Installer](#)

*Activate*

 **Installing Plugin: Google Analytics for WordPress 4.2.8**

Downloading install package from <http://downloads.wordpress.org/plugin/google-analytics-for-wor>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google Analytics for WordPress 4.2.8**.

[Activate Plugin](#) | [Return to Plugin Installer](#)

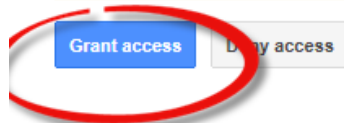
Providing access

The Google Analytics for WordPress by Yoast application on your computer is requesting access to your Google Account for the product(s) listed below.

#### Google Analytics

If you grant access, you can revoke access at any time under 'My Account'. The Google Analytics for WordPress by Yoast application will not have access to your password or any other personal information from your Google Account. [Learn more](#)

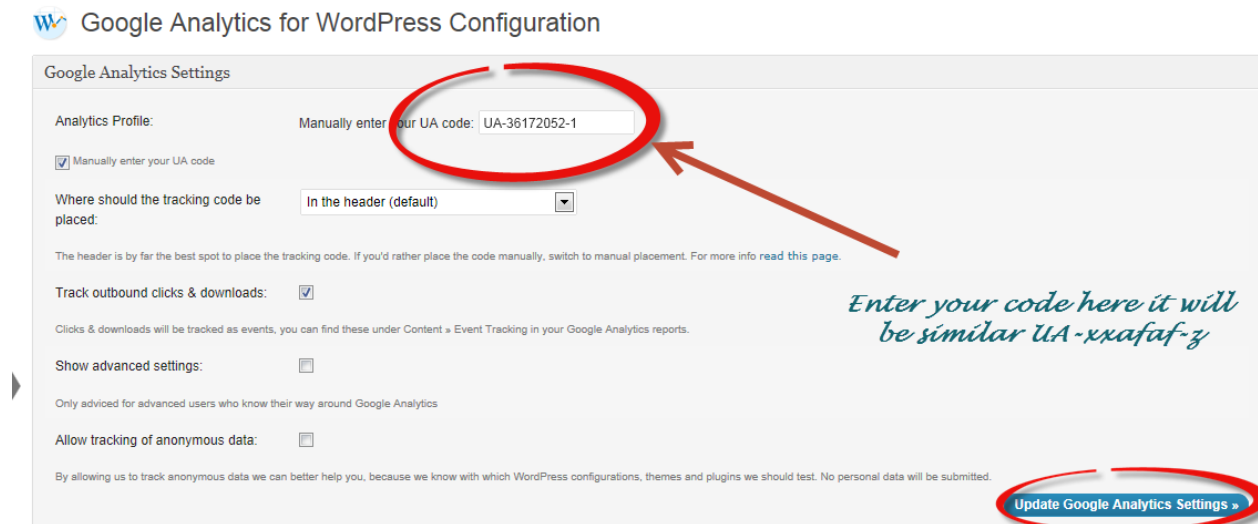
The application that directed you here claims to be "Google Analytics for WordPress by Yoast". We are unable to verify this claim as the application runs on your computer, as opposed to a website. We recommend you deny access unless you trust the application.



## Automatic Activation

If you enter your google email address that you used to create the GOOGLE ANALYTICS account it might activate without error. Otherwise you will be using the following approach.

Click the manually enter your UA code as shown below. Select "IN THE HEADER OPTION (default)"

A screenshot of the "Google Analytics for WordPress Configuration" settings page. The "Analytics Profile" section has "Manually enter your UA code" checked, with a text input field containing "UA-36172052-1" circled in red. An arrow points to this field from a handwritten note: "Enter your code here it will be similar UA-xxafaf-z". The "Where should the tracking code be placed:" dropdown is set to "In the header (default)". At the bottom right, the "Update Google Analytics Settings" button is circled in red.

Google Analytics Settings

Analytics Profile: Manually enter your UA code:

Manually enter your UA code

Where should the tracking code be placed:

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info [read this page](#).

Track outbound clicks & downloads:

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings:

Only advised for advanced users who know their way around Google Analytics

Allow tracking of anonymous data:

By allowing us to track anonymous data we can better help you, because we know with which WordPress configurations, themes and plugins we should test. No personal data will be submitted.

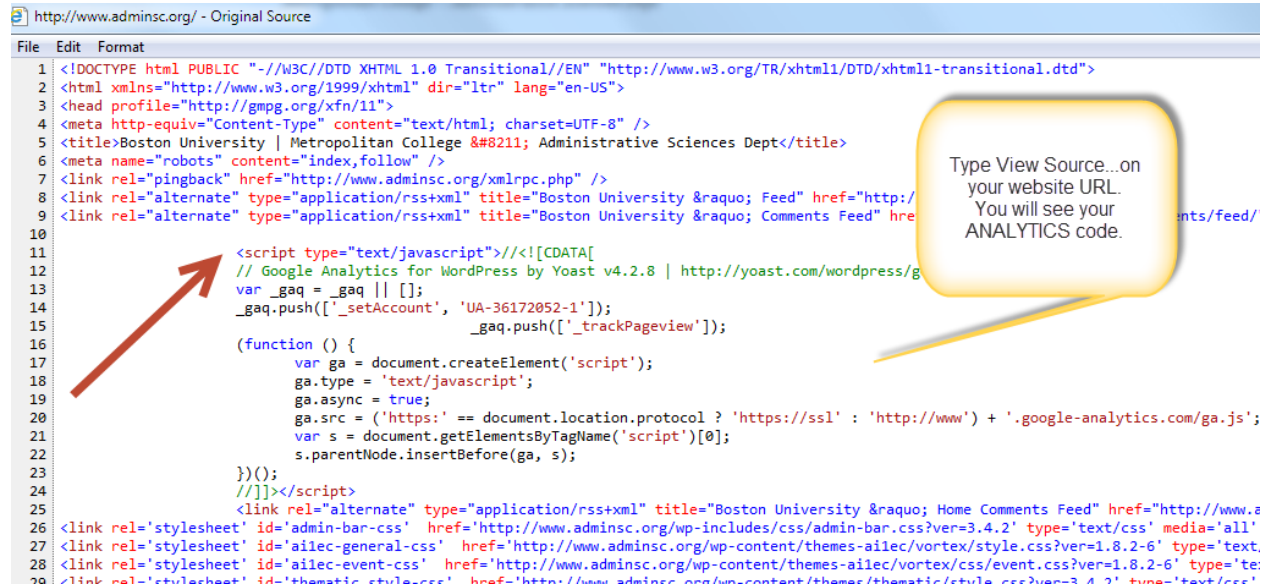
[Update Google Analytics Settings](#)

*Enter your code here it will be similar UA-xxafaf-z*

Save changes by clicking UPDATE GOOGLE ANALYTICS SETTINGS button shown above and you are done.

## Checking to see if the website has the Google Analytics Code

Now if you see the website you will notice the google analytics code has been inserted



```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US">
3 <head profile="http://gmpg.org/xfn/11">
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
5 <title>Boston University | Metropolitan College &#8211; Administrative Sciences Dept</title>
6 <meta name="robots" content="index,follow" />
7 <link rel="pingback" href="http://www.adminsc.org/xmlrpc.php" />
8 <link rel="alternate" type="application/rss+xml" title="Boston University &raquo; Feed" href="http://www.adminsc.org/feed/" />
9 <link rel="alternate" type="application/rss+xml" title="Boston University &raquo; Comments Feed" href="http://www.adminsc.org/comments/feed/" />
10
11 <script type="text/javascript"></![[CDATA[
12 // Google Analytics for WordPress by Yoast v4.2.8 | http://yoast.com/wordpress/ga/
13 var _gaq = _gaq || [];
14 _gaq.push(['_setAccount', 'UA-36172052-1']);
15 _gaq.push(['_trackPageview']);
16
17 (function () {
18     var ga = document.createElement('script');
19     ga.type = 'text/javascript';
20     ga.async = true;
21     ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
22     var s = document.getElementsByTagName('script')[0];
23     s.parentNode.insertBefore(ga, s);
24 })();
25 //]]></script>
26 <link rel="stylesheet" id="admin-bar-css" href="http://www.adminsc.org/wp-includes/css/admin-bar.css?ver=3.4.2" type="text/css" media="all" />
27 <link rel="stylesheet" id="ailec-general-css" href="http://www.adminsc.org/wp-content/themes/ailec/vortex/style.css?ver=1.8.2-6" type="text/css" />
28 <link rel="stylesheet" id="ailec-event-css" href="http://www.adminsc.org/wp-content/themes/ailec/vortex/css/event.css?ver=1.8.2-6" type="text/css" />
29 <link rel="stylesheet" id="thematic-style-css" href="http://www.adminsc.org/wp-content/themes/thematic/style.css?ver=3.4.2" type="text/css" />
```

Type View Source... on your website URL. You will see your ANALYTICS code.