How To Set Up And Manage Google Analytics For WordPress

Google Analytics is the industry standard for tracking visitor data on your website. If you have WordPress Premium hosting through WestHost. com you can easily set up analytics by following the steps provided in this helpful guide.

Step 1: Sign Up For A Google Analytics Account

Sign up for a free Google Analytics account by visiting https://analytics.google.com

1. Enter your Gmail account information.

> If you don't have a gmail account, click "Create account" and follow the steps to sign up and get started.

2. Click "Sign up".

3. Under the "What would you liked to track?" heading, select "website". Create a preferred account name and enter your Website URL, industry category, the name of your website and reporting time zone to get started.

4. Click "Get Tracking ID".
5. Read and accept Google's Terms of Service.

Step 2: Obtain Your Tracking ID

Your tracking ID will display on your homepage and track any activity on that occurs on your website. Google will use this unique ID to relay statistics and provide you with the valuable information you are looking for.

Step 3: Sign Into Your WordPress Admin Dashboard

Access this page in one of two ways:
Click on the WordPress tab in your CHI account, then "Go to WordPress Admin Area", or...
Go to www.yourdomain.com/wp-admin, and replace "yourdomain" with your website's URL.

Step 4: Install The Insert Header And Footer Plugin

1. Click the "Plugins" tab in the menu on the left hand side of your WordPress dashboard.

2. Click "Add New".
3. Type "Insert Header and Footer" into the search bar and select the following plugin

4. Click "Install Now"

Step 5: Enter Your Tracking Script Into The Footer Settings

The plugin you downloaded should automatically add a "Insert Headers and Footers" button to your settings. You will need to add your tracking ID script to this section. You can do so by following the steps below:

1. Navigate to the "Settings" menu and then click the "Insert Headers and Footers" tab.

2. Copy the website tracking script from your Google Analytics Tracking ID page
3. Paste the script to the "Scripts in Footer" section of the plugin
4. Click "Save"

Step 6: Track Your Progress From Your Google Analytics Account

Google Analytics will begin tracking your information in 48 hours. You can view accrued analytics information by signing into https://analytics.google.com/ and clicking on the "Reporting" tab.

If you have questions or concerns regarding this article, it may be helpful to visit the [Google Analytics Help Center](https://support.google.com) for questions about Google Analytics. You can also open a chat with a member of the WestHost technical support staff or create a ticket within your CHI account dashboard.