## **Google Analytics – adding a website**

**Step 1:** Go to <u>https://analytics.google.com/</u> and Sign in. You will already have your sign in details to do this. If not speak to someone in the web team.

**Step 2**: This will bring you to the Google Analytics home page. From here you will select the "Admin" button.

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⊟	Configure						30	USERS PER MINUTE			
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		Last 7 days	•			View reports s	napshot 🔶		View rea	altime -	→
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**Step 3:** Select the account you want to add an analytic too on the left-hand side. You should not need to add a new property but you can do this through selecting "+ Create Account" and follow the instructions for this.

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n	ADMIN USER			
	Account + Create Account		troperty + Create Property cancersovering hoori.net (224817497)	
R	Account Settings	۲	Setup Assistant  Property Settings	
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Note: You will see 2 options "Accounts" and "Properties". Accounts are Trusts/Business areas within HSC e.g. BSO, HSCNI, Belfast Trust. Properties are the websites within the Account Areas for example Belfast Trust would have the belfasttrust.hscni.net website.

A	ADMIN USER
1 2 ()	Create property  Property setup
	Property details         A property represents a business's web and/or app data. An account can contain one or more properties. Learn more <ul> <li>Nework to your Firebase account if you want to create a new property for an existing Firebase project.</li> </ul> Create a Google Analytics 4 property to measure your web and/or app data.           Property name           Example Property Name           United Kingdom * (GMT+00:00) GMT *           Currency           British Pound (GBP £) *           You can edit these property details later in Admin
	Show advanced options 62 more properties can be created on this account. Next
$\odot$	© 2022 Google   Analytics home   Terms of Service   Privacy Policy   🖽 Send feedback

Step 4: You will need to fill out the details for the property and click "Next"

**Step 5:** You will need to fill out about your business details as below and click the "Create" button.

A	ADMIN	USER
1		2 About your business
G.	÷	Business information
		Help us tailor your experience by answering the following. Industry category Health  Business size Small - 1 to 10 employees Medium - 11 to 100 employees Large - 101 to 500 employees Very Large - 500+ employees
0	÷	How do you intend to use Google Analytics with your business? (Check all that apply)           Measure customer engagement with my site or app           Optimize my site or app experience
		<ul> <li>Measure data across multiple devices or platforms</li> <li>Optimize my advertising cost</li> <li>Increase my conversions</li> <li>Measure content monetization</li> <li>Analyze my online sales</li> <li>Measure app installs</li> <li>Measure lead generation</li> <li>Other</li> </ul>
0		Previous     Previous     Provious     Provide Langitudes home Lifering of Service Lifering View Policy L. [1]. Send feedback

**Step 6:** This will now be the property created. You will need to select the Web Platform to continue with the set up by setting up a data stream.

.1	Analyti	cs	BSO ITS Web > HSCNI Example Property	Name - C Try searching "link with Ads"	?	•			
<b>n</b>	ADM	/IN	USER						
∎ ⊗ ⊯	÷	Prope Exam	rty + Create Property ple Property Name (325150565) Setup Assistant Property Settings	Next Step: Set up a data stream to start collecting data After creating a data stream, you'll get tagging information and a Measurement ID for web stream Learn more: Add a data stream and set up data collection	Next Step: Set up a data stream to start collecting data After creating a data stream, you'll get tagging information and a Measurement ID for web streams. Learn more: Add a data stream and set up data collection [2]				
			Data Streams Data Settings	Choose a platform  By Web  Android app By iOS a	рр				
		 ∷∎	Data Import Reporting Identity Attribution Sattings						
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**Step 7:** Fill out the website details for the URL and website name, as a rule of thumb keep the website name the same as the URL. Select "Create Stream" button.

. Analytics	× Set up data stream
	Set up your web stream         Website URL         https://        ExampleWebsite.hscni.net         Stream name         ExampleWebsite.hscni.net         Enhanced measurement         Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally/dentifiable information will be earn more
<b>O</b>	Measuring:  Page views Scrolls Outbound clicks + 3 more

**Step 8:** You will have created a data stream. You will want to scroll down and copy the code that is located under global site tag as we will need to insert this into the website.

Analytics	Stream details	0
ADMIN Pro Exa	STREAM NAME     STREAM URL       ExampleWebsite.hscni.net     https://ExampleWebsite.hscni.net       MEASUREMENT ID     G-DHE92VBBC4 □	STREAM ID 3868276736
	Enhanced measurement     Automatically measure interactions and content on your sites in addition to standard page view measurement.     Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure th     personally-identifiable information will be sent to Google. Learn more	hat no
	Tagging Instructions Use one of the following to start collecting data.      Add new on-page tag Use existing on-page tag	
	<ul> <li>Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site Add the Analytics tag to your website to begin seeing data in your property.</li> <li>Copy the global site tag into the <head> section of your HTML. Or, if you use a website builder (such as GoDadd tag your website using these instructions.</head></li> <li>(1 Global site tag (gtag.js) - Google Analytics&gt; (script async src="https://www.googletagmanager.com/gtag/js?id=G-DHE92VBBC4"&gt; (script async src="https://www.googletagmanager.com/gtag/js?id=G-DHE92VBBC4"&gt; (script) window.datalayer = window.datalayer    [); function gtag()(datalayer.push(arguments);) gtag('is', new Date()); gtag('corrigt', 'G-DHE92VBBC4');</li> </ul>	ly, Shopify, or others),
3	Coogle Tag Manager     Add and maintain taas through a web interface to send data to Google Analytics as well as other Google and non-Gr	ponte tools

**Step 9:** Next you will need to locate the files for the website on the web server. These details can be found on Teams for server info. Once you have logged into the server you will need to locate the plugin section.

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Documents	📙 wp-sitemap-page	29/07/2022 10:16	File folder		
🕂 Downloads	📝 index.php	30/06/2022 10:22	PHP File	1	KB
👌 Music					
📰 Pictures					
📑 Videos					
🏪 Local Disk (C:)					
🔜 Data (E:)					
14 items					

**Step 10:** Next you will need to add the "BSO-ITS-Google-Analytics" plugin. This can be located on most of the servers or can be found on SharePoint <u>here.</u> You may need to unzip the files but your screen should look like this.

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🔮 Documents 🖈	BSO-ITS-Google-Analytics	29/07/2022 10:15	File folder	
📰 Pictures 🛛 🖈	classic-editor	29/07/2022 10:15	File folder	
admin	📙 google-analytics-for-wordpress	29/07/2022 10:15	File folder	
admin	📙 gravityforms	29/07/2022 10:15	File folder	
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Pictures				
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🏪 Local Disk (C:)				
🔜 Data (E:)				
×				
15 items 1 item selected				

**Step 11:** You will need to go into the BSO-ITS-Google-Analytics plugin and right-click the analytics\_script.php and Edit with Notepad++



**Step 12:** Delete any code that is currently in the file and paste the global tag from Google Analytics and save this. This will put the tag into the header of the website for the link to be created.



**Step 13:** Check that the website is pulling the information, you can do this by going to reports on the left hand side of Google Analytics

Analytics	so ITS Web > HSCNI xample Property N	Name - Q Try searching "link with Ads"	:: 2 :
A Home			
Reports Nore	reate Property Name (325150565)	Data Streams	
Advertising	sistant	All iOS Android Web	Add stream 👻
E Configure	Settings	ExampleWebsite.hscni.net 3868276736 No data received in past 48 hours.	>
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	port		
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🏩 Admin	on Settings	© 2022 Google   Analytics home   Terms of Service   Privacy Policy   🗊 Send feedback	

**Note:** You will need to go onto the website using InPrivate Mode/Incognito Mode so that it will track as a separate user instead of admin for the website.

**Step 14:** You will be able to sell from this screen as it will show users in the last 30 minutes, as you can see this is 2 users. To check it is accurately recording select "View realtime" in the bottom right hand corner.

	Analytics   BSO ITS Web > HSCNI Example Prop	erty Name - Q Try searching "link with Ads"		<b>:: @</b> :
<ul> <li>▲</li> <li>●</li> <li>●</li></ul>	Reports snapshot Realtime Life cycle Acquisition	Reports snapshot	Last 28 days Jul 1 - Jul 28, 2022	- 6 < * 1
E S	Engagement     Monetization     Retention     User	Users New users Average engagement time ③ O O Om OOS	Total revenue ⑦ USERS IN LAST 30 M £0.00 2 USERS PER MINUTE	NUTES
	Demographics     Tech     Library	03 10 17	24	USERS 2
٠	<			View realtime $\rightarrow$

**Step 15:** On this screen you will be able to see what pages have been viewed, make sure this matches with what pages you have selected.

	Analytics Example Prop	oerty Name - Q Try searching "link	with Ads"	:: @ :
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₿	Monetization     Retention	DESKTOP     MOBILE     50.0%     50.0%     Emrikil	Fivemiletown Emyvale	Portadown Ballynał Armagh Banburdge Keyboard shortcuts Mag data ©2022 Terms of Use Report
	Demographics     Tech	Users by First user source - #1 google 1	Users → by Audience #1 All Users 2	Views by Page title and screen name #1 About Us 2
_	Library	100% FIRST USER SOUR USERS google 1	AUDIENCE USERS All Users 2	16.67%     PAGE TITLE AND S     VIEWS     About Us     2     Meet the Sm     2

Note: It can take up to 15 minutes for Google Analytics to show the feed when first set up. That is Google Analytics fully set up!