Google Analytics – adding a website

Step 1: Go to https://analytics.google.com/ 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.
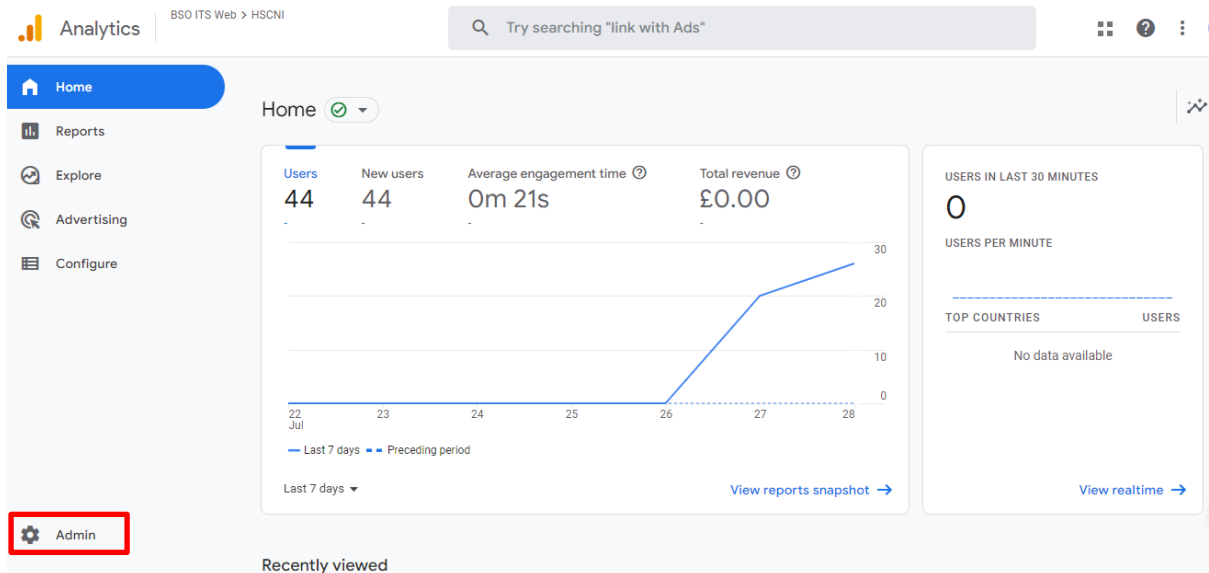
Step 3: Select the account you want to add an analytic too on the left-hand side. You should not need to add a new property but you can do this through selecting "+ Create Account" and follow the instructions for this.

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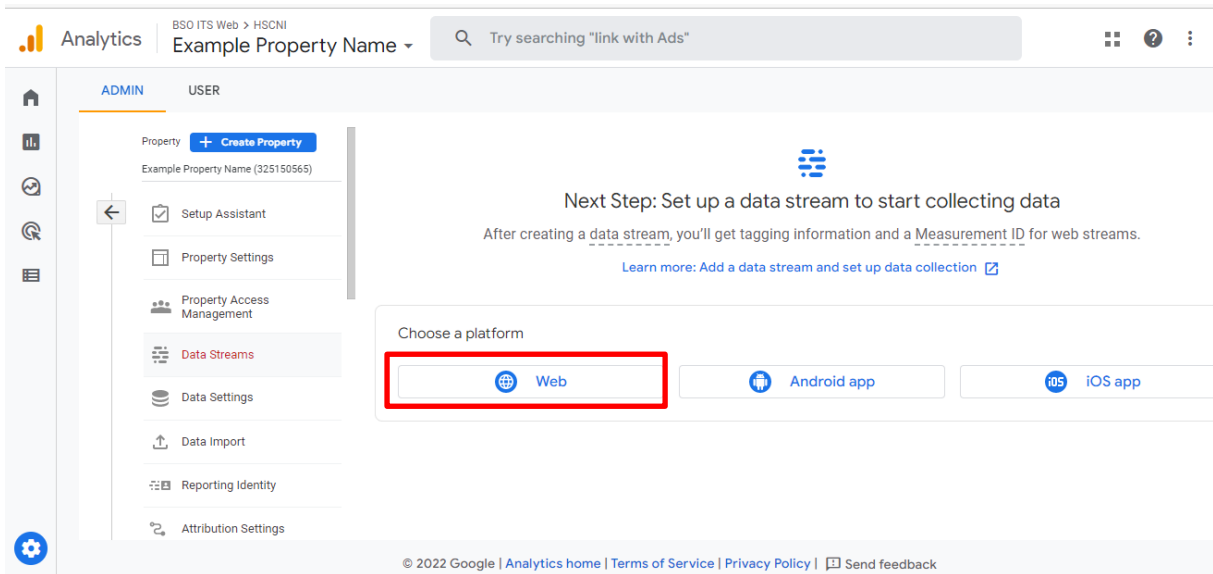
Step 4: You will need to fill out the details for the property and click "Next"

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

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.

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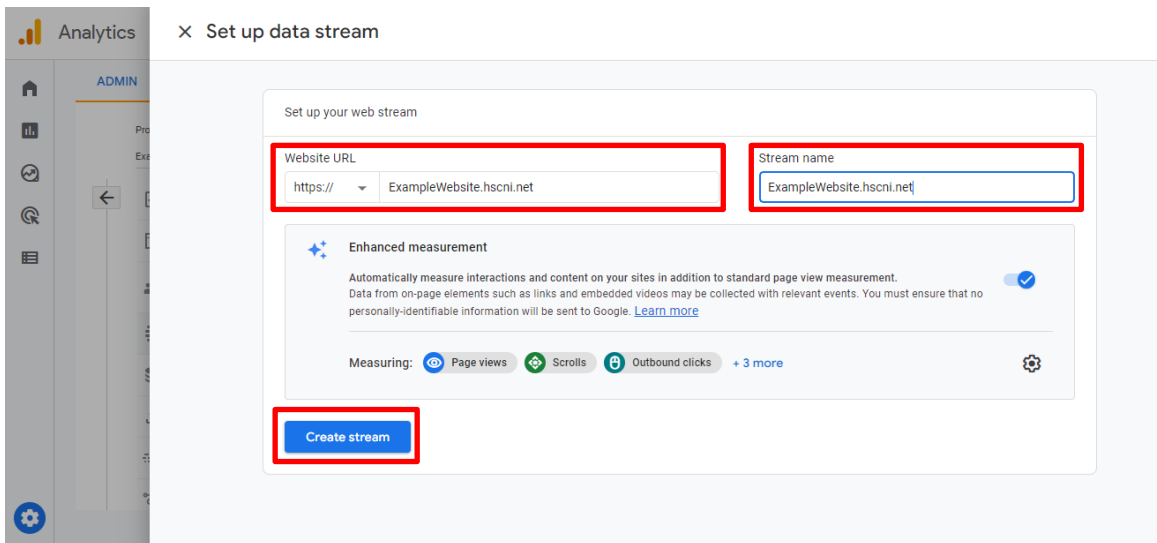
Step 8: You will have created a data stream. You will want to scroll down and copy the code that is located under global site tag as we will need to insert this into the website.


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.
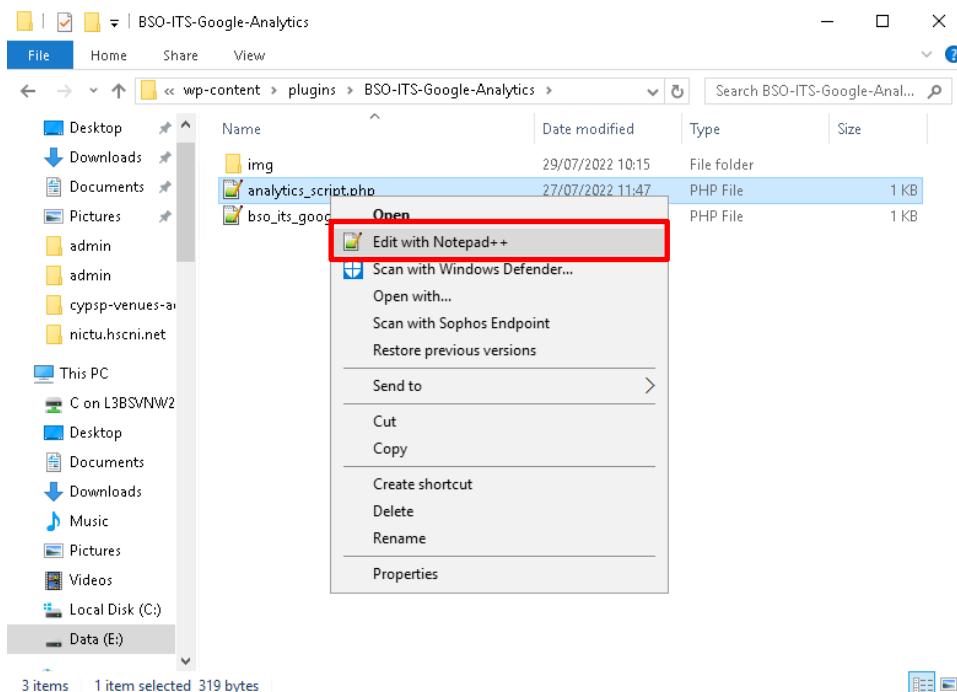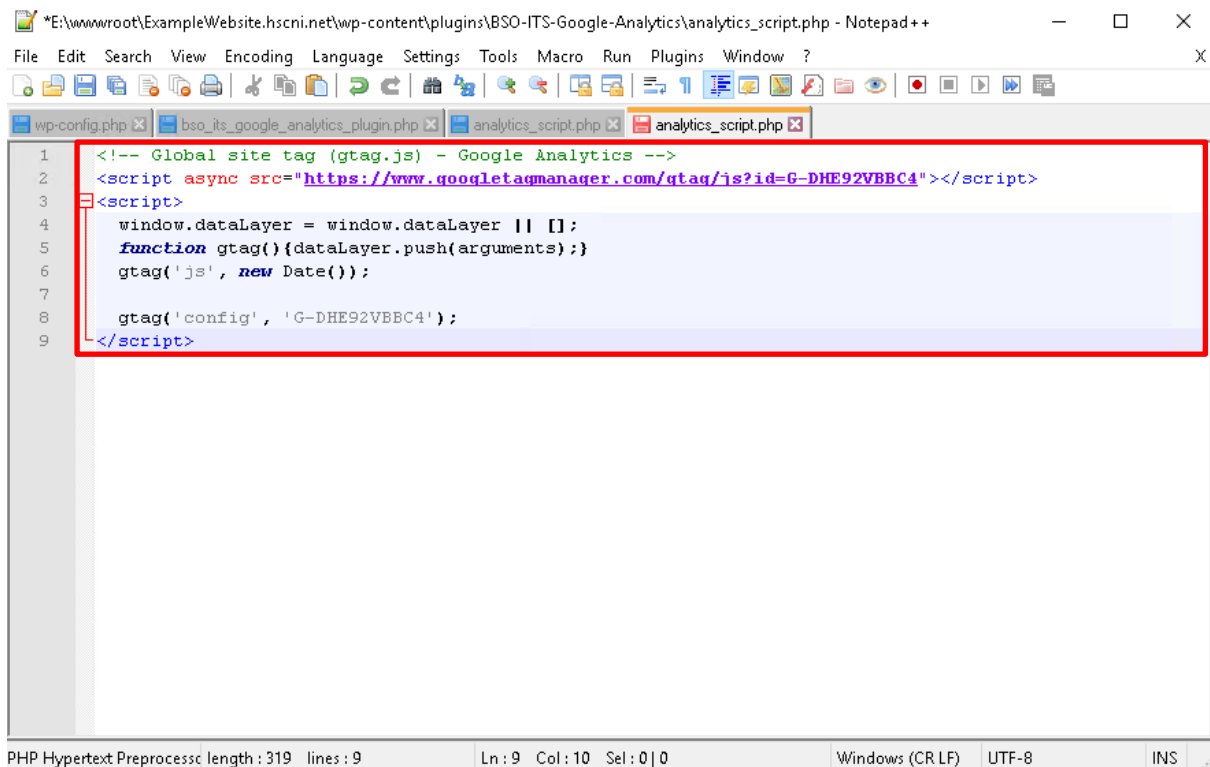
Step 10: Next you will need to add the "BSO-ITS-Google-Analytics" plugin. This can be located on most of the servers or can be found on SharePoint here. You may need to unzip the files but your screen should look like this.
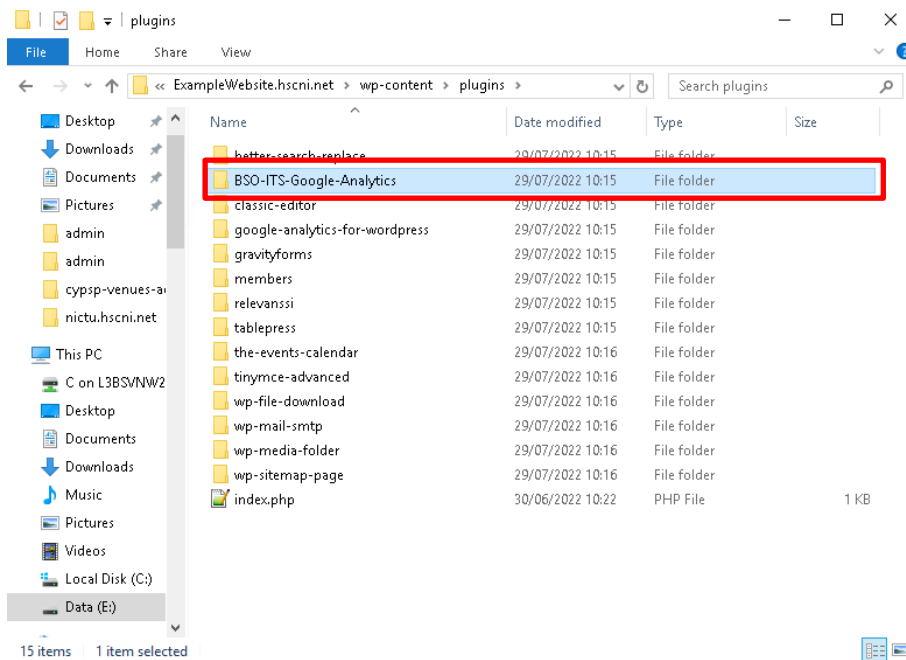
Step 11: You will need to go into the BSO-ITS-Google-Analytics plugin and right-click the analytics_script.php and Edit with Notepad++
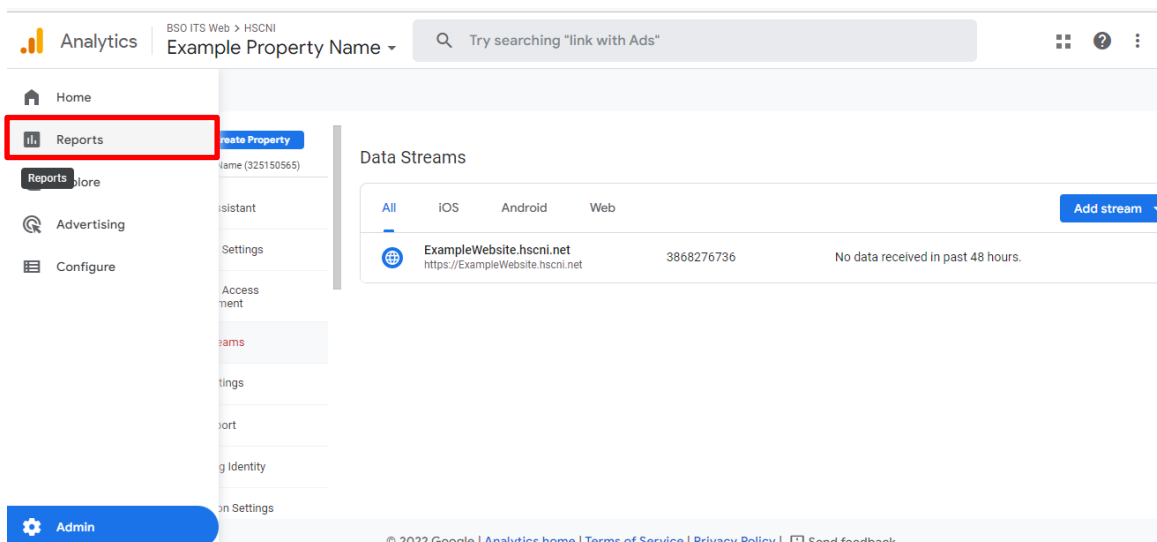
Step 12: Delete any code that is currently in the file and paste the global tag from Google Analytics and save this. This will put the tag into the header of the website for the link to be created.

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

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.

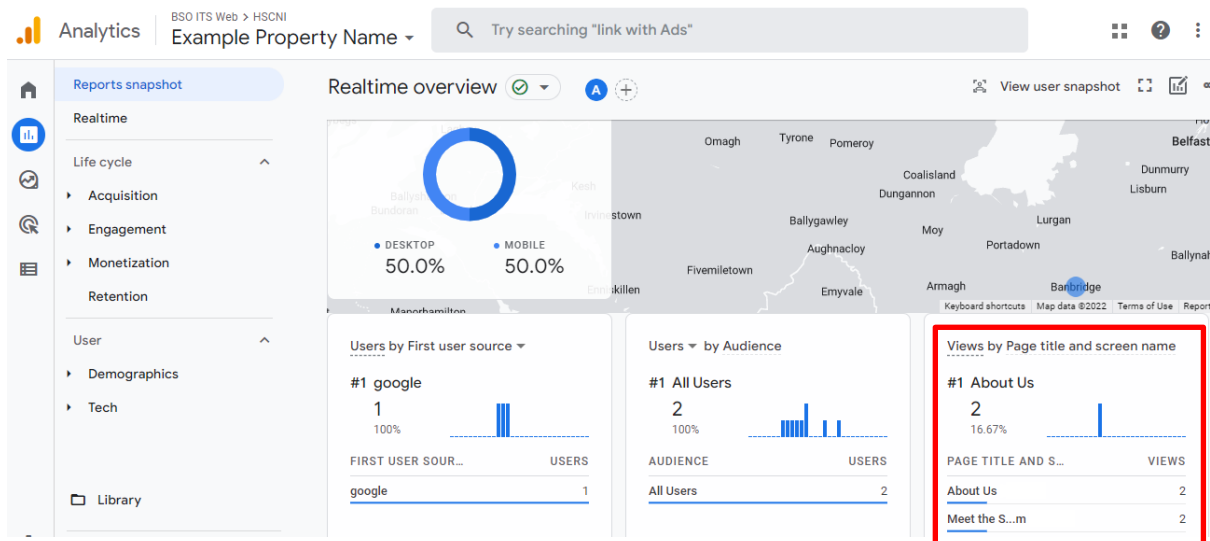**Step 14:** You will be able to sell from this screen as it will show users in the last 30 minutes, as you can see this is 2 users. To check it is accurately recording select "View realtime" in the bottom right hand corner.
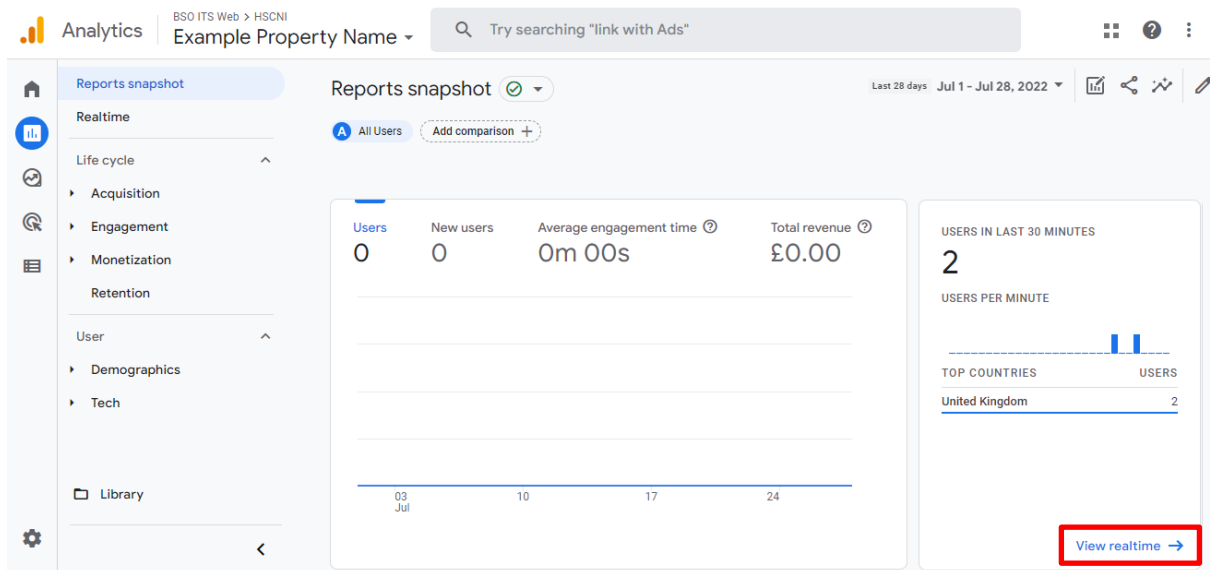
Step 15: On this screen you will be able to see what pages have been viewed, make sure this matches with what pages you have selected.

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!