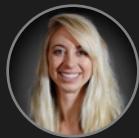


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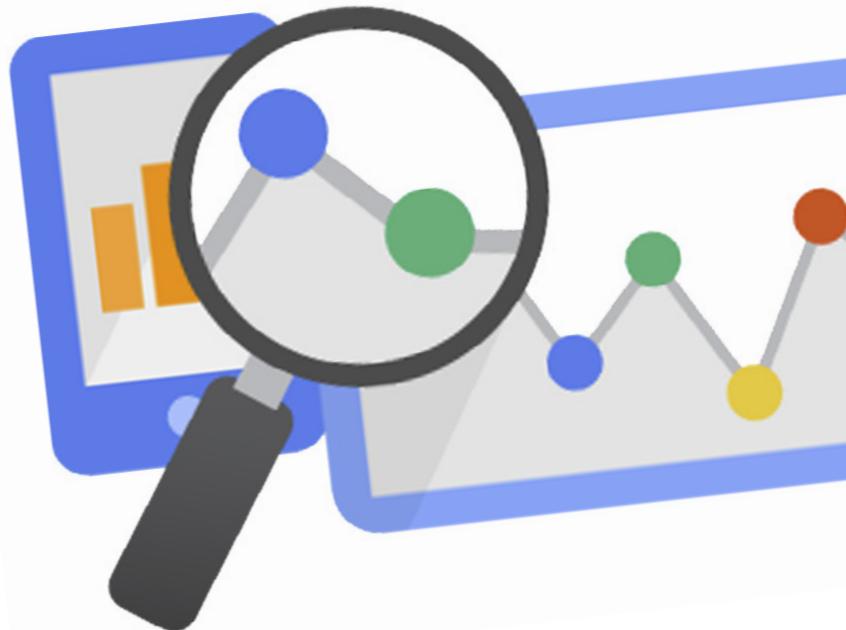
Set Up Your Web Tracking Code Properly



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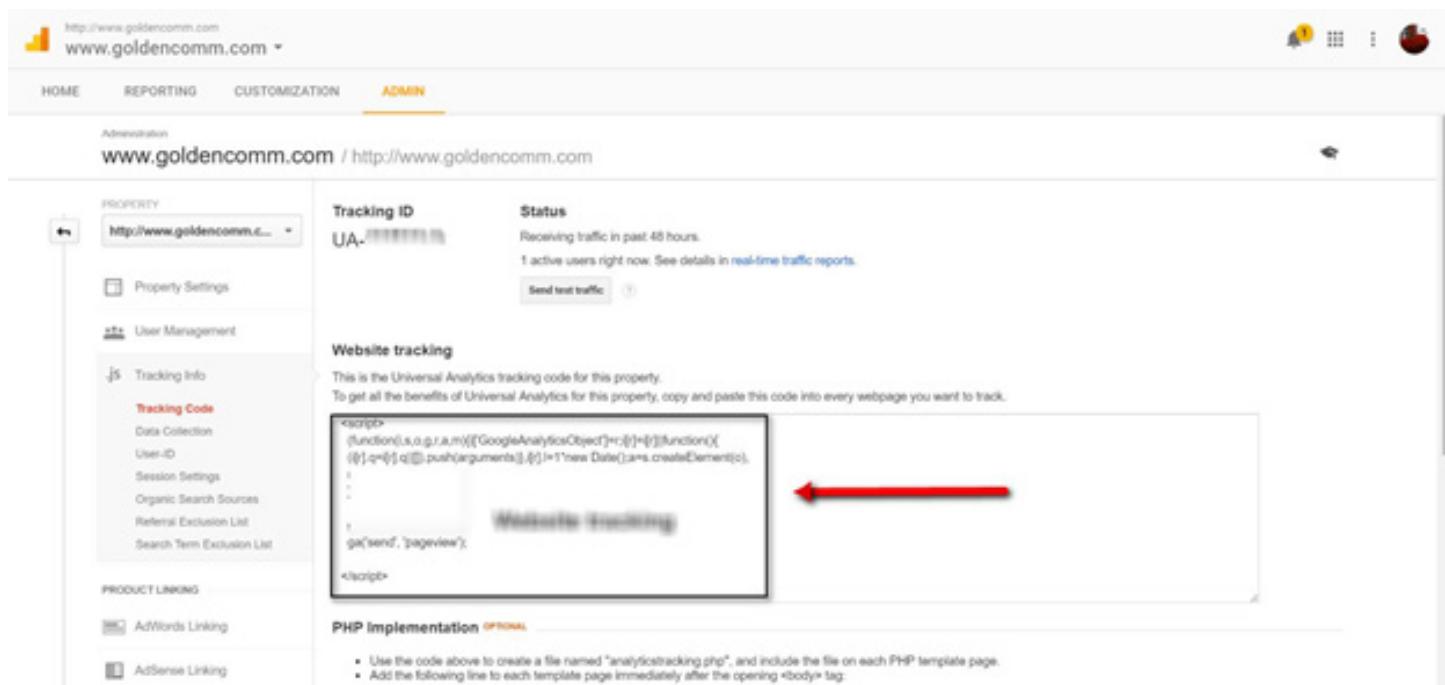
Data is everywhere nowadays.

It has become a major point of emphasis in education, sports, business, and marketing. We love data! Especially when the data we are provided makes us better at our jobs by showing us what actions to take and facilitating the decision making process. The actionable data gathered from analytics is a great resource for marketing departments to analyze what is working and what isn't. And the best part is there are many free options available.



The most popular of these free data tools is Google Analytics, which is what we use here at GoldenComm. When you add Google Analytics to your website you will learn about your traffic sources (where visitors found your site), how your visitors interacted with your site (what pages they visited), and how much time they spent on your site. In order to add Google Analytics to your site you'll need access to your website's back end. Fairly simple if you have a developer you work with. If you aren't using a Content Management System (CMS), you should consult a developer or the person who built your website.

Once in the backend, you'll need to add your Google Analytics Tracking Code (image below) to your site. Start by logging into your Google Analytics account and click "admin" in the upper left of the page. Find your account and click tracking info from the middle column.



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes links for HOME, REPORTING, CUSTOMIZATION, and ADMIN, with ADMIN being the active tab. Below the navigation is a breadcrumb trail: Administration / www.goldencomm.com / http://www.goldencomm.com. On the left, a sidebar lists sections: PROPERTY (selected), Tracking ID (UA-XXXXXX-X), Status (Receiving traffic in past 48 hours, 1 active user right now), and links for Property Settings, User Management, and Tracking Info (Tracking Code, Data Collection, User-ID, Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List). The main content area is titled 'Website tracking' and contains a block of JavaScript code:

```

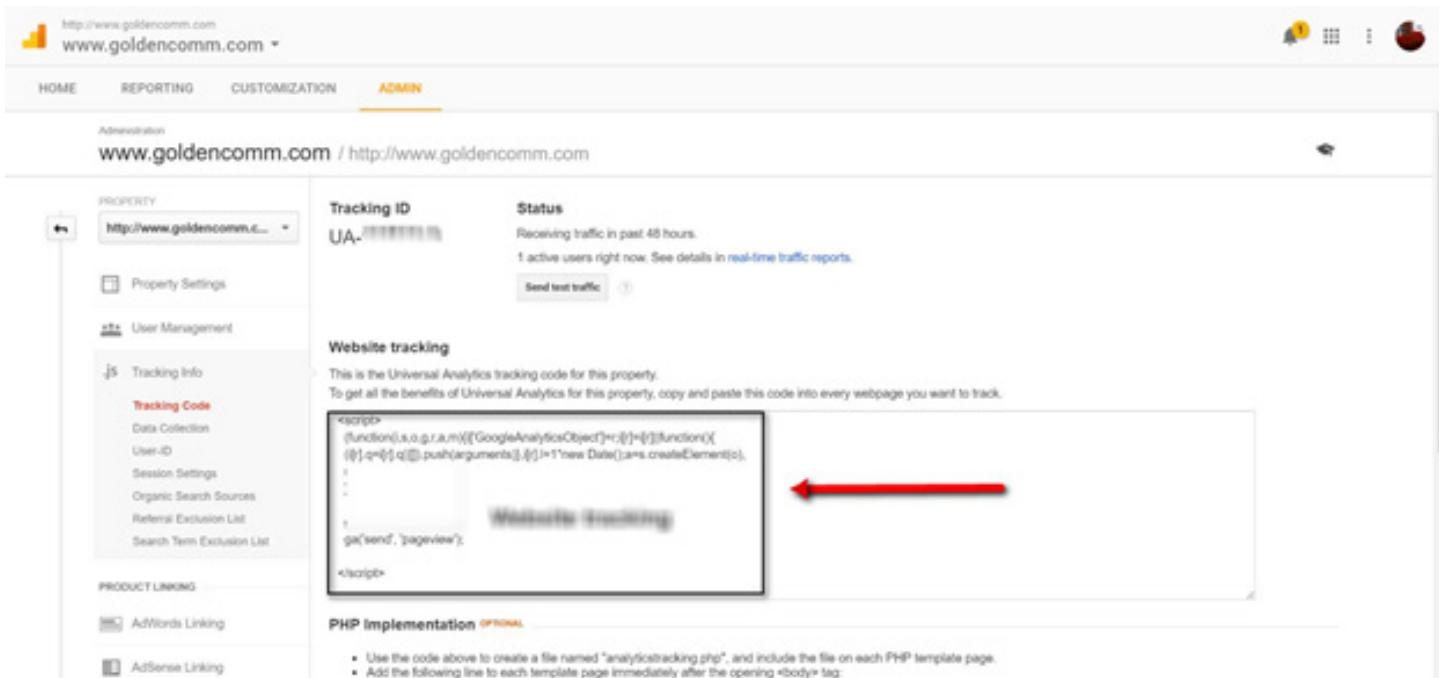
<script>
(function(i,s,o,g,r,a,m){('GoogleAnalyticsObject')>=i||()>function(){
(i['ga']=i['ga']||[]).push(arguments),i['r']=new Date(),i['a'].createElement('a'),
i['a'].appendChild(i['r']),i['a'].parentNode.appendChild(i['a']),
i['a'].click();
}).>send('pageview');
</script>

```

A red arrow points to the 'Tracking Code' section. Below the tracking code, there is a 'PHP implementation' section with optional instructions:

- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
- Add the following line to each template page immediately after the opening <body> tag:

Click on the tracking code link and, voila!, Google will provide you a code like the one below. Simply copy and paste that code into your website's HTML code. If you are using a CMS, you should be able to easily locate where to input this code. Once the code is entered – it needs to be inserted onto every page of your website – you are on your way to collecting valuable data that will allow you to make valuable, data-driven, business decisions that will impact your bottom line.



The screenshot shows the Google Analytics Admin interface for the property www.goldencomm.com. In the left sidebar, under 'Tracking Info', the 'Tracking Code' section is selected. It displays the Universal Analytics tracking code:

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||[];i[r].push(arguments);i[r].l=1*new Date();var e=c.createElement(o),n=e.async=!0,e.setAttribute('src',m),e.setAttribute('type','text/javascript'),c.body.appendChild(e);}(window,document,'script','ga','UA-12345678-1'));
ga('send', 'pageview');
</script>
```

A red arrow points to the code block.

It is important to understand that this is a basic level of tracking the actions of visitors to your website. This will give you a basic understanding of what your website visitors are doing. This is a great first step for businesses to begin tracking the profitability of their marketing programs as well as the efficacy of their website.

In the end, your marketing program should be generating leads for your sales team. With Google Analytics you will be able to see how well your marketing team is doing.

All of our **Golden Rules of Harder Working Websites** are only a sampling of what's possible.

The case studies are real, but your results will vary, depending on your business and how well you execute.

Having data is great. Having the right data is critical because it allows you to make qualified decisions that will have longstanding impact on your brand.

Be sure to let us know if you have any questions, or if you try this Golden Rule, let us know how it worked!

WE'D LOVE TO HEAR FROM YOU

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