

eBOOK

How to setup Google Analytics on a WordPress site



*The only thing that you
absolutely have to
know, is the location of
the library.*

Albert Einstein

Famous Librarian



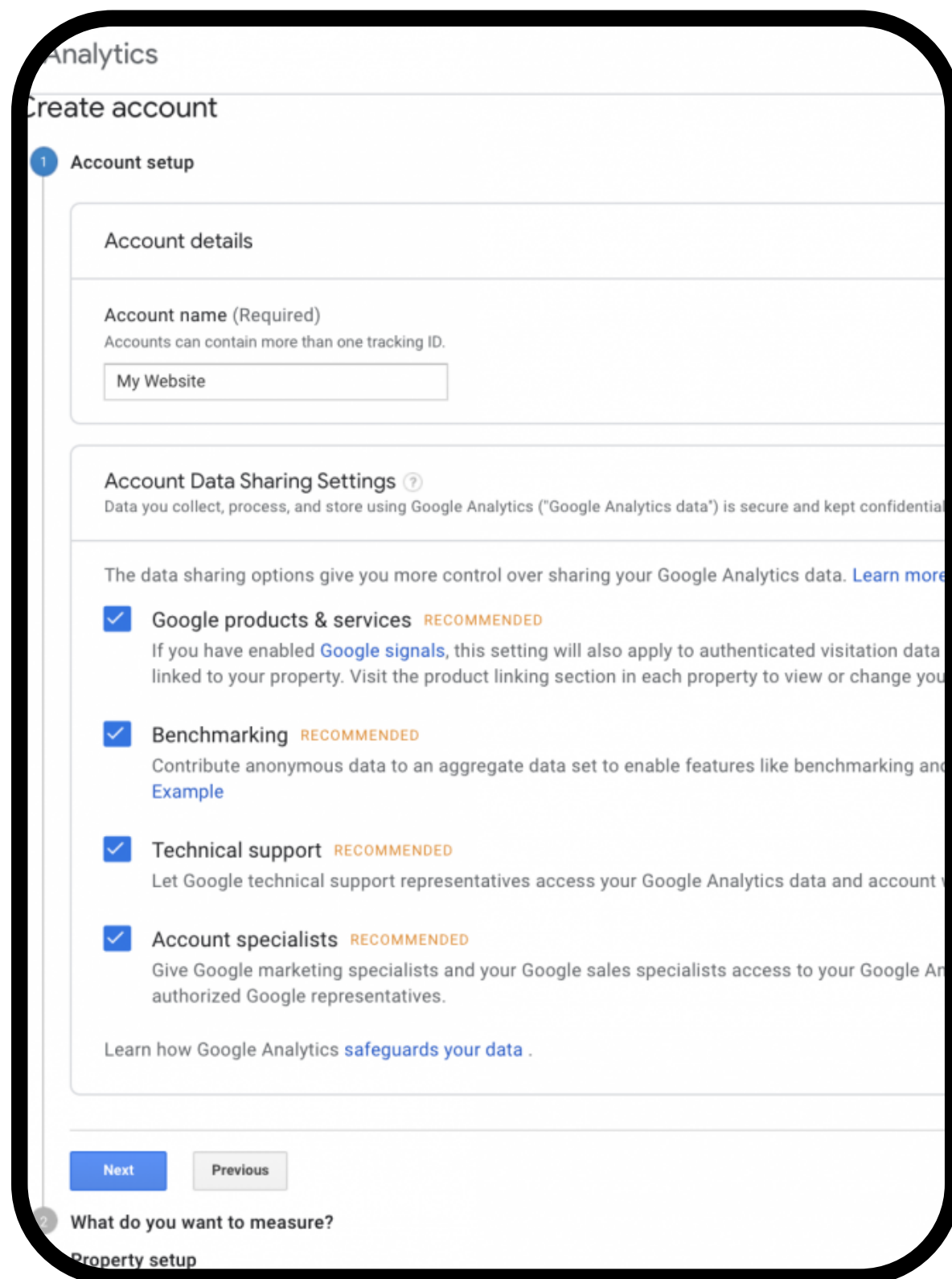
In order to use the visitor's experience and learn from the visitor's behavior on your website, you need to know how to set up Google Analytics.

This ebook covers the setup process of Google Analytics on a WordPress website.

Specification: WordPress Version: 5.4.2



Get the Google Analytics tracking code



The screenshot shows the 'Create account' page in Google Analytics. It is divided into two main sections: 'Account setup' and 'Property setup'. The 'Account setup' section is currently active and includes the following elements:

- Account details:** A form with a label 'Account name (Required)' and a subtext 'Accounts can contain more than one tracking ID.' Below this is a text input field containing 'My Website'.
- Account Data Sharing Settings:** A section with a help icon and a subtext 'Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential'. It contains a paragraph: 'The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)'. Below this are four checked checkboxes, each with a 'RECOMMENDED' label:
 - Google products & services:** 'If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data linked to your property. Visit the product linking section in each property to view or change you'.
 - Benchmarking:** 'Contribute anonymous data to an aggregate data set to enable features like benchmarking and [Example](#)'.
 - Technical support:** 'Let Google technical support representatives access your Google Analytics data and account v'.
 - Account specialists:** 'Give Google marketing specialists and your Google sales specialists access to your Google An authorized Google representatives.'
- At the bottom of the 'Account setup' section is a link: 'Learn how Google Analytics [safeguards your data](#)'.
- Navigation buttons: 'Next' (highlighted in blue) and 'Previous' (disabled).

The 'Property setup' section is partially visible at the bottom, starting with the question 'What do you want to measure?' and the label 'Property setup'.

- Login to <https://analytics.google.com/> with your Google account
- Add an account under which you'll be monitoring the website.

Google Analytics | Create Account - app type

Create account

✓ Account setup [Edit](#)

✓ What do you want to measure? [Edit](#)

3 Property setup

Property details

Website Name

Test BlueGrid.io

Website URL

https://

test.bluegrid.io

Industry Category

Internet and Telecom

Reporting Time Zone

Estonia

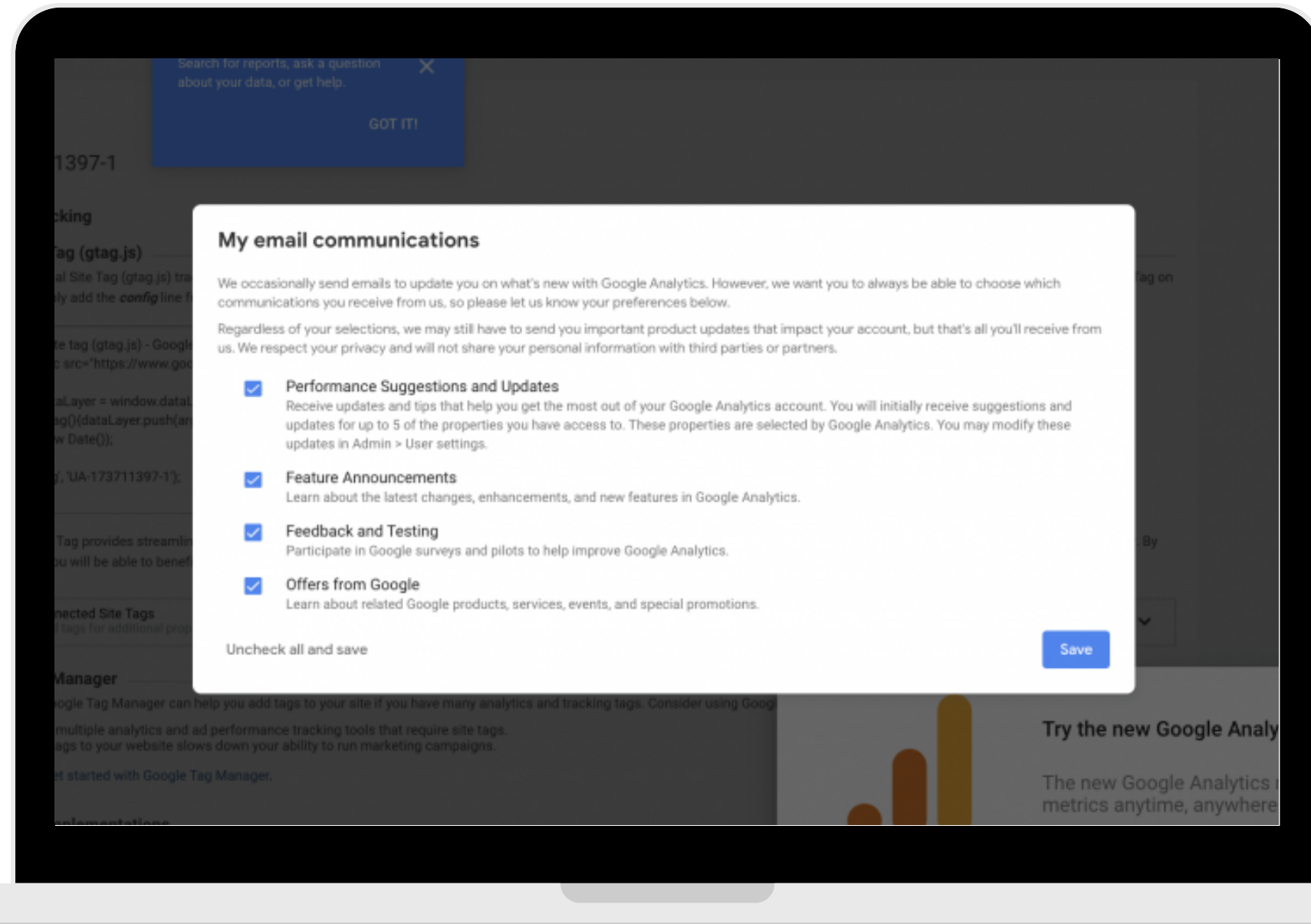
(GMT+03:00) Estonia Time

Create

Previous

- Enter website details

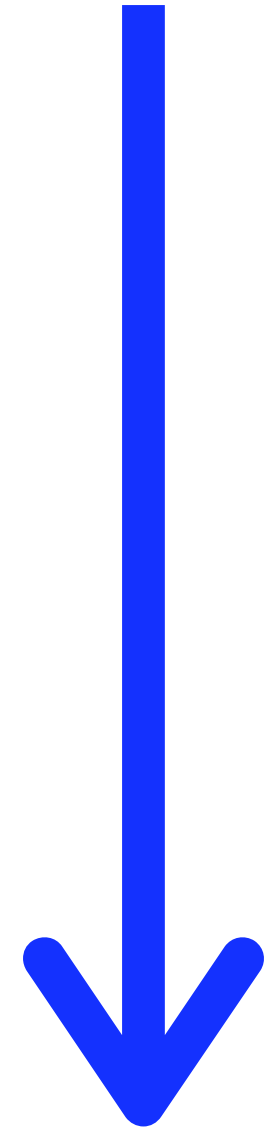
Google Analytics | Email communication



- Accept the Terms and Conditions
- The next screen will be the Google Analytics account with email communications settings

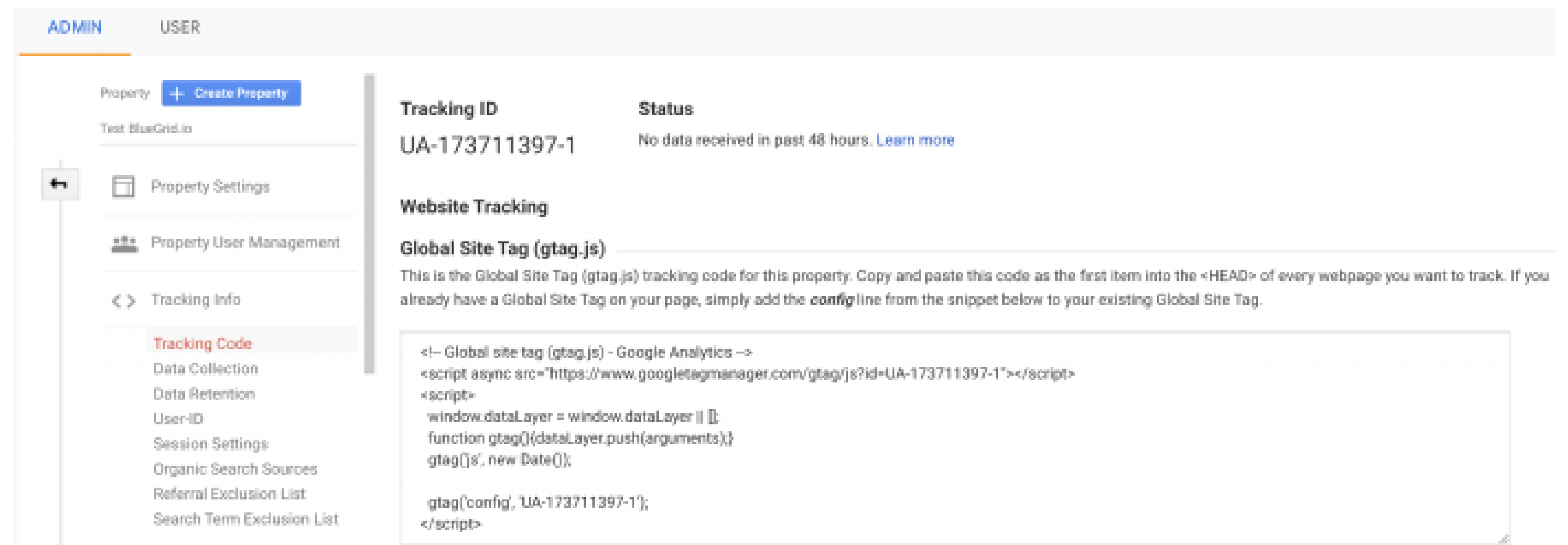
Google Analytics | Tracking Code

- Now after the account is all set up we should go and grab the tracking code.
- Usually, after the first time you've set up the account as displayed in the above process, the tracking code will be shown immediately.



Google Analytics | Tracking Code

Tracking code
can be found
under the Admin
menu ->
Tracking info ->
Tracking code:

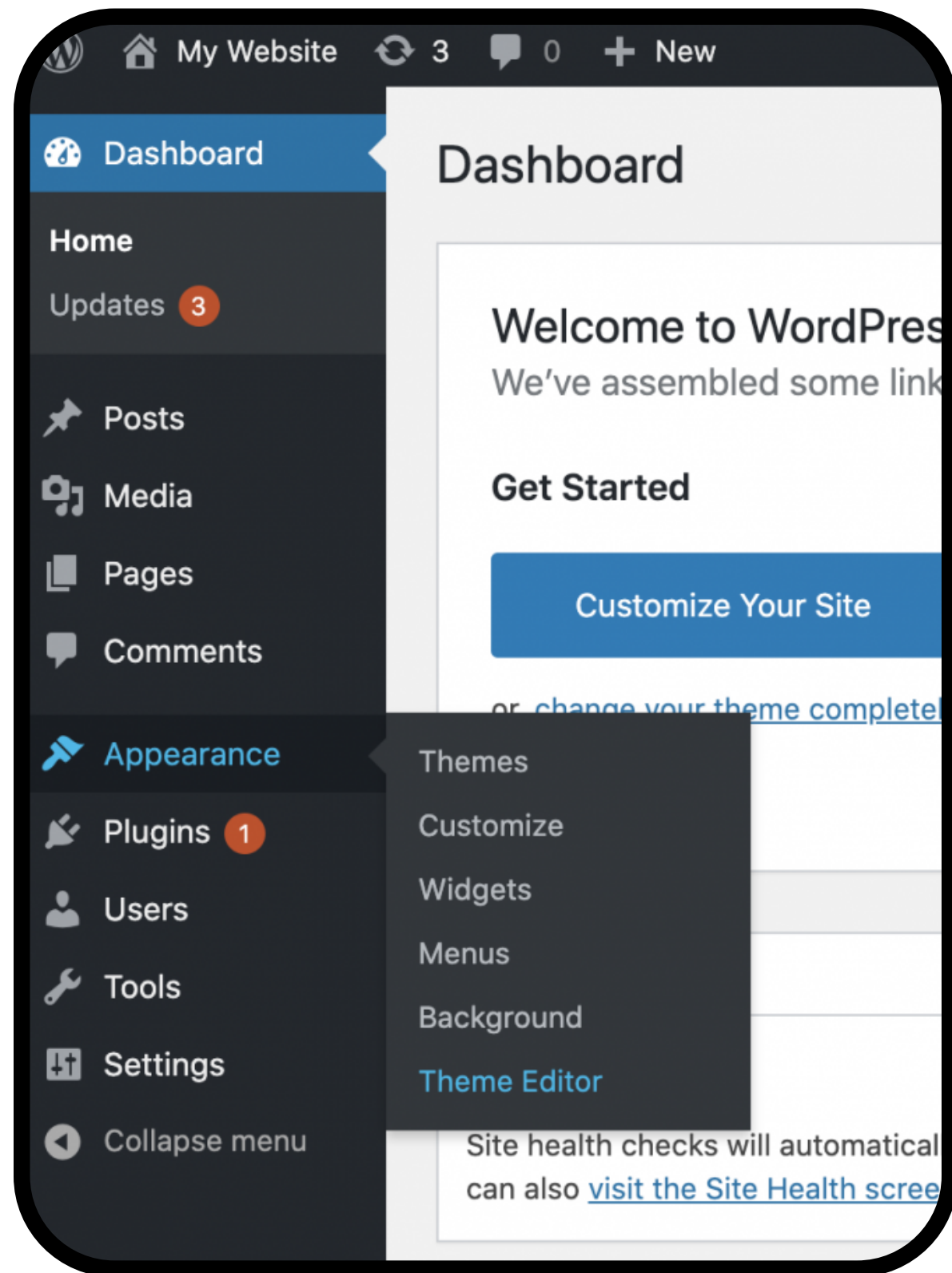


The screenshot displays the Google Analytics Admin interface. At the top, there are tabs for 'ADMIN' and 'USER'. Below the 'ADMIN' tab, there is a 'Property' section with a '+ Create Property' button and a list of properties, including 'Test BlueGrid.io'. A sidebar on the left contains a navigation menu with options: 'Property Settings', 'Property User Management', 'Tracking Info', and 'Tracking Code' (which is highlighted). The main content area shows the 'Tracking ID' as 'UA-173711397-1' and the 'Status' as 'No data received in past 48 hours. [Learn more](#)'. Below this, the 'Website Tracking' section is visible, featuring the 'Global Site Tag (gtag.js)' and a detailed instruction: 'This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the *config* line from the snippet below to your existing Global Site Tag.' A code block contains the following snippet:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-173711397-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-173711397-1');
</script>
```


Use the Google Analytics tracking code in the WordPress site

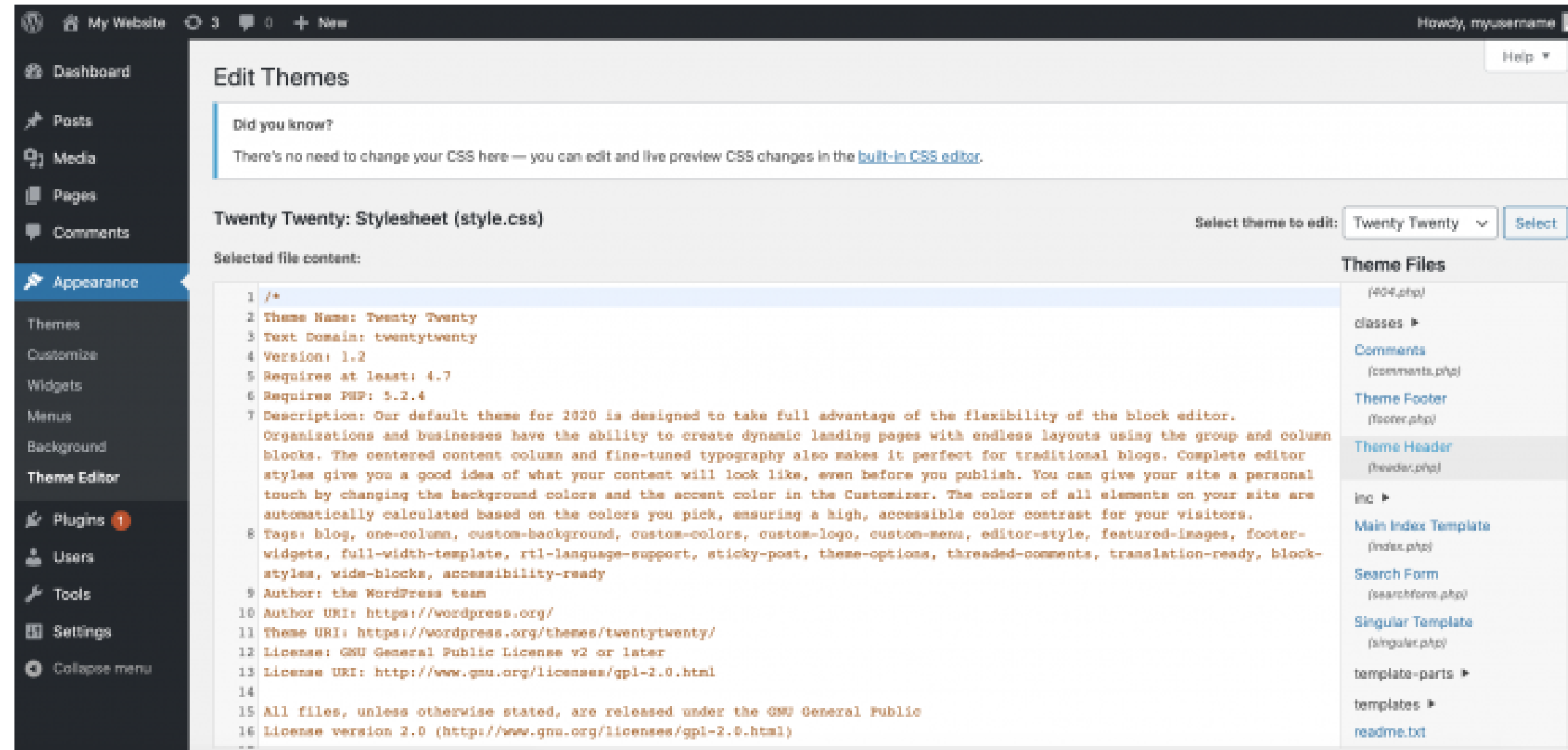


The point of the tracking code is to be loaded with each page of the site and thus, track the behavior of the visitor.

With WordPress, we are using one specific theme file that is loaded as part of each post or page, "header.php".

- Login to the WordPress admin area
- Navigate to Appearance - Theme Editor

WordPress | Theme Editor



From the Theme Editor, admin area **select a theme from the drop-down menu** on the right part of the page

Select the Theme Header header.php the file below the drop-down theme selection on the right vertical part of the page

WordPress | Theme Editor - header.php

Twenty Twenty: Theme Header (header.php)

Select theme to edit: Twenty Twenty

Selected file content:

```
16 <head>
17
18 <meta charset="php bloginfo( 'charset' ); ?">
19 <meta name="viewport" content="width=device-width, initial-scale=1.0" >
20
21 <link rel="profile" href="https://gmpg.org/xfn/11">
22
23 <?php wp_head(); ?>
24 <!-- Global site tag (gtag.js) - Google Analytics -->
25 <script async src="https://www.googletagmanager.com/gtag/js?id=UA-173711397-1"></script>
26 <script>
27     window.dataLayer = window.dataLayer || [];
28     function gtag(){dataLayer.push(arguments);}
29     gtag('js', new Date());
30
31     gtag('config', 'UA-173711397-1');
32 </script>
33
34 </head>
35
36 <body <?php body_class(); ?>
37
38 <?php
39 wp_body_open();
```

Theme Files

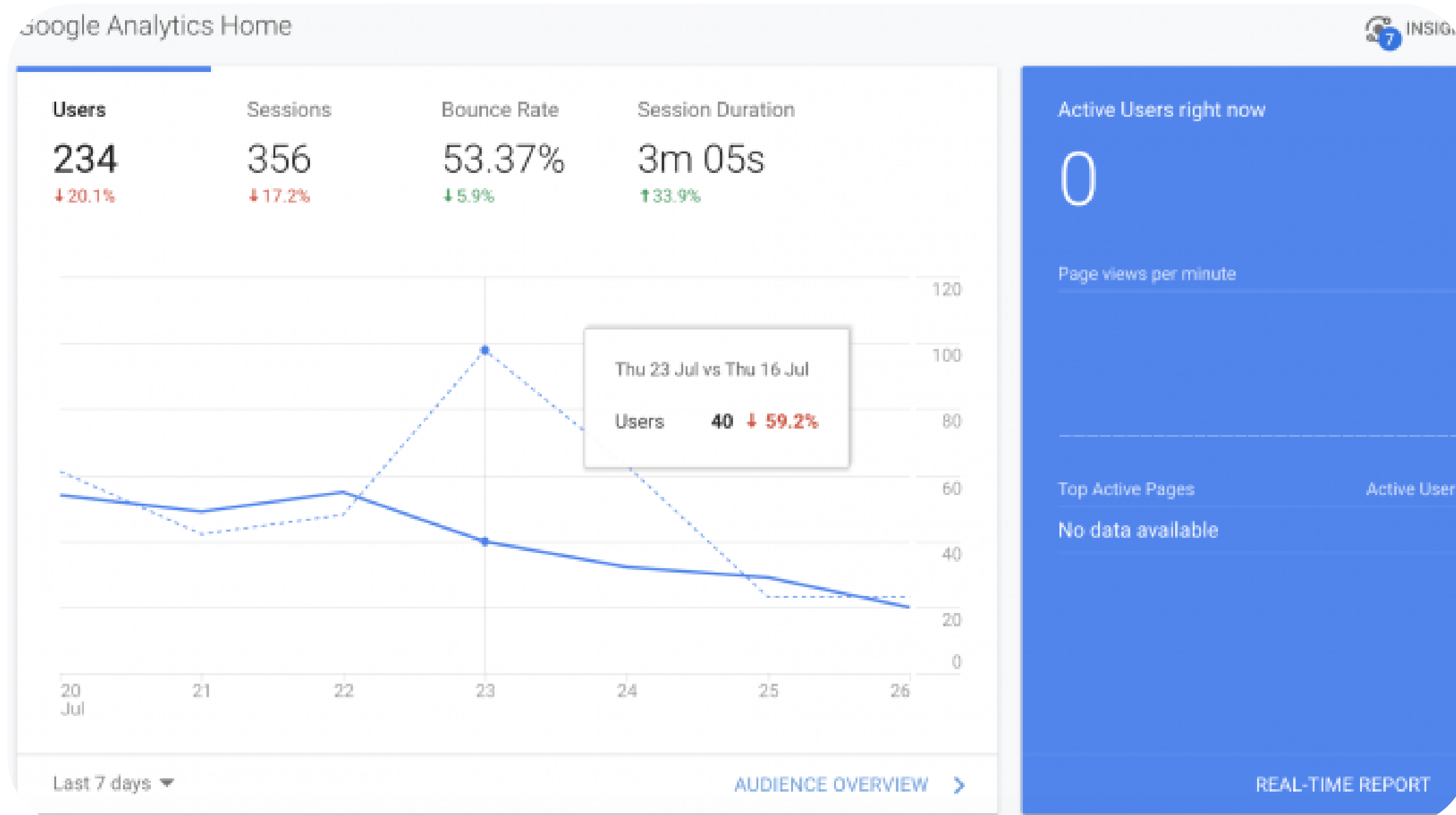
- Stylesheet (style.css)
- Theme Functions (functions.php)
- assets ▾
 - print.css
 - style-rtl.css
 - package-lock.json
 - package.json
- 404 Template (404.php)
- classes ▾
- Comments (comments.php)
- Theme Footer (footer.php)
- Theme Header (header.php)

Documentation:

Paste the tracking code in the header.php file within the <head> </head> tags.

For the sake of easier organization, let's place it at the very end of <head> section - right above the closing </head> tag.

Google Analytics Dashboard



Hit the “Update” button!

That's that, Google Analytics will now start collecting visitors' behavior and will be accessible for data inspection.

FOLLOW @BLUEGRID ON SOCIAL NETWORKS

OTHER TECH ARTICLES YOU CAN FIND [HERE](#)

