

How to track website statistics with Google Analytics

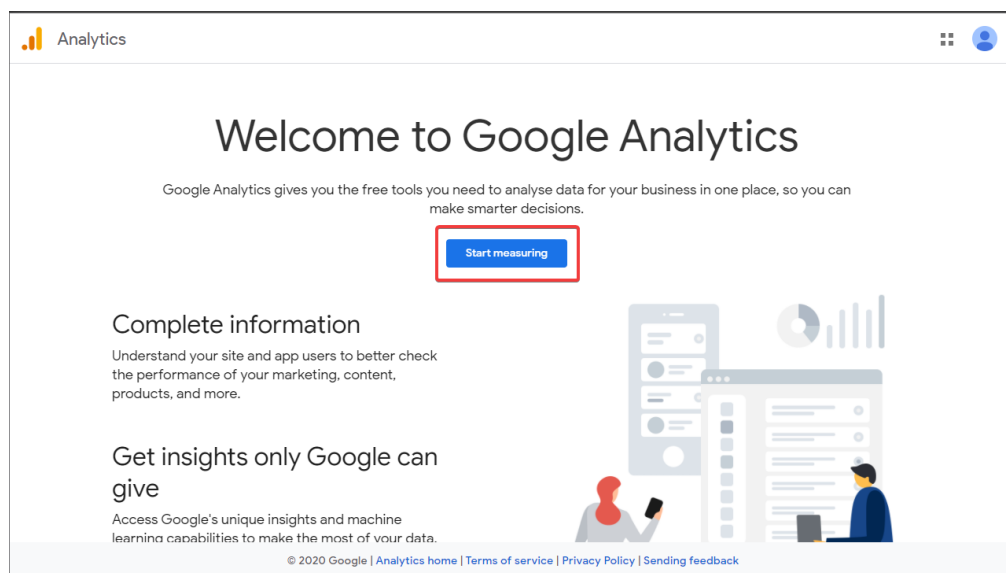
Omar S. - 2023-02-15 - Website Settings

We have built-in Google Analytics tracking to help you gain insight into your website traffic. Signup using a free Google account to access advanced visitor data about your MemberNova website. You can setup a Google account just for your organization so that management of the account can be passed on easily. As a note you can add others to be able to view the analytics.

Note

Google has recently released an update called “Google Analytics 4”. This version is not currently supported at this time. For the time being please use “Universal Analytics”. Our team will be updating to Google Analytics 4 before Google’s deadline.

1. Go to www.google.com/analytics and click on the **Sign in to Analytics** link.
2. After logging in you'll be presented with the following screen, click on **Start Measuring**.



3. Enter a name for your Google Analytics account (we recommend using your organization’s name), and select some Account Data Sharing Settings. None of these Data Sharing Settings are required and can be changed any time in the future.

1 Account setup

Account details

Account name (Required)

Accounts can contain more than one tracking ID.

MemberNova

Account Data Sharing Settings ⓘ

Data that you collect, process and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- ☒ **Google products & services** RECOMMENDED
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best-in-class Intelligence and Insights services, maintain critical Spam Detection services that benefit all linked products and users and offer [Enhanced Demographics and Interests reporting](#) when [Google signals](#) is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
- ☒ **Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it's shared with others. [Show Example](#)
- ☒ **Technical support** RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists** RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so that they can find ways to improve your configuration and analysis, and share optimisation tips with you. If you don't have dedicated sales specialists, give this access to authorised Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You have access to 98 accounts. The maximum is 100.

Next

4. Click **Next** to begin setting up a **Property**, this will be used to track your website's traffic.

5. Enter in a **Property name** and select your Time Zone and Currency.

Account setup

2 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](#)

*Navigate to your [Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

MemberNova

Reporting time zone

United Kingdom (GMT+00:00) GMT

Currency

British Pound (GBP £)

You can edit these property details later in Admin

Show advanced options

Next Previous

6. Click **Show Advanced Options**.

Account setup

2 Property setup

Property details
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Create a Google Analytics 4 property to measure your web and/or app data.

Property name
MemberNova

Reporting time zone
United Kingdom (GMT+00:00) GMT

Currency
British Pound (GBP £)

You can edit these property details later in Admin

Show advanced options

Next Previous

7. Enable the **Create a Universal Analytics property** option by clicking on the toggle button and entering in your Website URL.

Hide advanced options

Create a Universal Analytics property

The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It isn't recommended for new Analytics users, and it won't support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL
https:// www.membernova.com

☒ Create both a Google Analytics 4 and a Universal Analytics property
This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)

☐ Enable enhanced measurement for Google Analytics 4 property
Automatically measure interactions on your sites in addition to standard screen 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-identifiable information will be sent to Google. [Learn more](#)

☒ Create a Universal Analytics property only

Next Previous

8. You will then be prompted to provide some Business Information regarding your website. This step is optional and can be skipped by clicking on the **Create** button.

3 About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Select one ▼

Business size

- ☐ Small – 1 to 10 employees
- ☐ Medium – 11 to 100 employees
- ☐ Large – 101 to 500 employees
- ☐ Very Large – 500+ employees

How do you intend to use Google Analytics with your business? (Tick all that apply)

- ☐ Measure customer engagement with my site or app
- ☐ Optimise my site or app experience
- ☐ Measure data across multiple devices or platforms
- ☐ Optimise my advertising cost
- ☐ Increase my conversions
- ☐ Measure content monetisation
- ☐ Analyse my online sales
- ☐ Measure app installs
- ☐ Measure lead generation
- ☐ Other

Create

Previous

9. This will prompt you to Accept the Google Analytics Terms of Service Agreement. Make sure to select the correct country, read the terms of service agreement and then click **I Accept**.

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

United States ▼

"Customer Data" or "Google Analytics Data" means the data you collect, process or store using the Service concerning the characteristics and activities of Visitors.

"Documentation" means any accompanying documentation made available to You by Google for use with the Processing Software, including any documentation available online.

"GATC" means the Google Analytics Tracking Code, which is installed on a Property for the purpose of collecting Customer Data, together with any fixes, updates and upgrades provided to You.

"Hit" means the base unit that the Google Analytics system processes. A Hit may be a call to the Google Analytics system by various libraries, including, Javascript (e.g., analytics.js), Silverlight,

I Accept **I Do Not Accept**

- Once you click "I Accept" you'll be presented with the **Tracking ID** page. In the screenshot below you can see the **Tracking ID** highlighted. Copy the the **Tracking ID**, this will be pasted in a later step.

Tracking ID **Status**

UA-XXXXXXXX-1 No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)

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 web page that 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.

- Navigate to your MemberNova website's Member Area.
- Click **Settings** or the **Gear icon** on the left menu.
- Click the **Website & Branding** tab.
- Click the **Google Analytics** link in the Settings section.
- Paste the **Tracking ID** that was copied from Step 10 into the Tracking ID textbox.
- Click the **Save** button at the bottom right of the page.

Once your Tracking ID is entered the data will start to become available on the Google Analytics website. You can return to <http://www.google.com/analytics> to see your organization's visitor statistics.

Note

It may take up to 24 hours for tracking data to appear. For more information on how to use your Google Analytics account, visit the [Google Analytics Help Center](http://www.google.com/analytics).

