



Every site that cares about traffic needs Google Analytics

This free service give you a multitude of traffic reports to review to help in your SEO efforts. The reporting aspect of this program is superior to Smarter Stats. It's great for Adword campaigns because it ties the two areas together in its reports.

To add Google Analytics to your site you need to add Google code to your website. Follow Google's instructions to get the code, then you need to enter that code into your AccuNet SiteBuilder website admin area.

Part I: Create a Google Analytics account (requires a Google Account)

- 1) visit <http://www.google.com/analytics/>
- 2) Click **Sign Up Now**
- 3) Follow step by step instructions on the Google Analytics website.
- 4) On the last step, you will be presented with tracking code. Copy this code so you can paste it into your website.
- 5) Click Finish

Part II: Paste tracking code into your website

- 1) Login to your website, then go to the **Admin Area**(the link to the admin are can be found **directly after logging in, or at the bottom of your web page anytime after logging in**).
 - 2) On the left side menu, select **Site Settings > Sitewide Code**
 - 3) There you will see a **footer code** area. Paste in the code.
 - 4) Click **Save changes**.
- This will apply the code to every page on your site, just before the closing body tag (</body>), as instructed by Google.

Allow a few hours to pass, then login to your Google Analytics Account to view tracking data. Tracking data is generally delayed by 24 hours.