Google Analytics for absolute beginners

Have you heard about Google Analytics but don't know where to start? Learn the basics of Google Analytics by watching our webinar recording and using the resources below.

The webinar covers the following:

- Gives an overview of Google Analytics and how it works
- Guides you through the steps of setting up an account
- Explores the core reporting features available
- Helps you understand the terminology used
- Outlines the next steps to get the most out of the platform

- [Access a transcribed recording of the webinar](#) with subtitles/closed captions
- [Download the presentation slides](#) [8mb PDF] with added screen grabs
- [View the demo website](#) we used to install Google Analytics in the webinar

Please do sign up to the [next webinars in the series](#) and let us know what would be useful to cover in the sessions.

Here you will find the key points covered in the session with related resources:

Do you have Google Analytics already?

Check if your website already has Google Analytics installed by using [Google Tag Assistant extension for Chrome](#). If it is installed but you do not know the Google Account which has access, you can reclaim the account by [following a support process with Google](#).
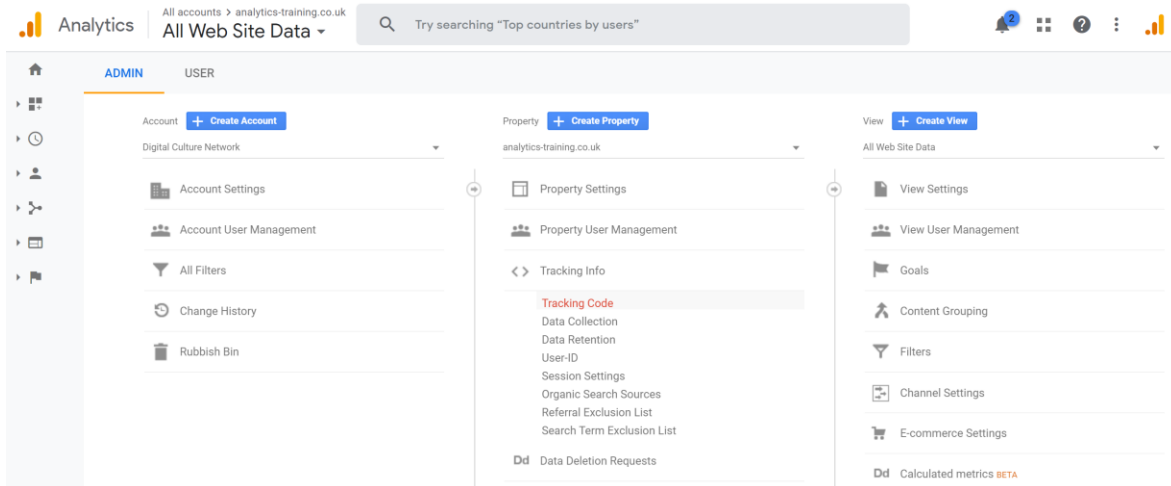
Creating a new Google Analytics account

[Sign in to Google Analytics](#) using a Google account login and follow the steps.

If you don't already have one, [create a Google Account](#). It is recommended you use an organisation email address (it does not have to be a Gmail account!).
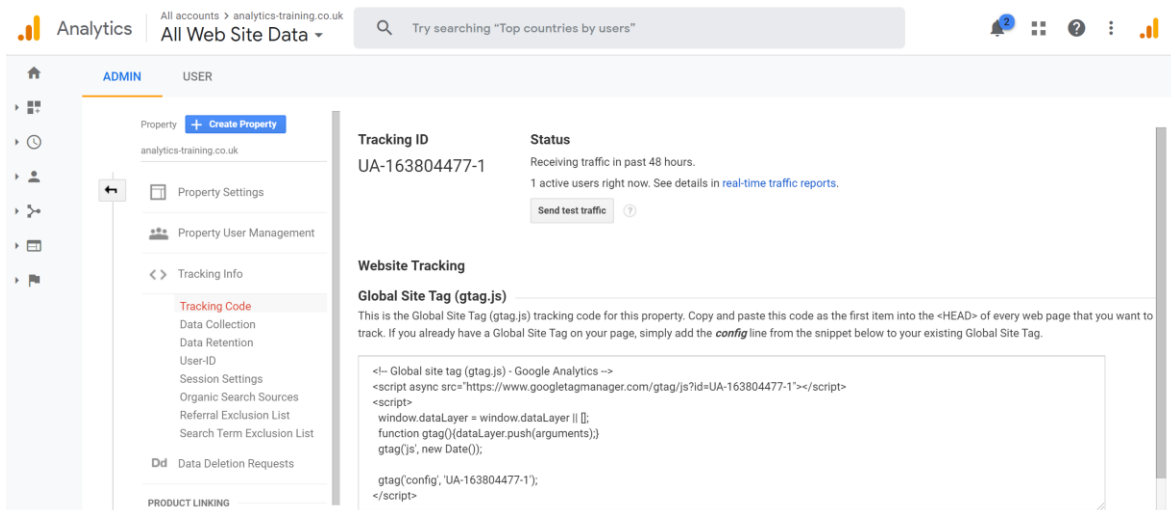
Installing Google Analytics on your website

Your unique Google Analytics ID is available in the Admin section of your Google Analytics account (bottom left of the interface). Under the Property section, click Tracking Info and then Tracking Code.

The Tracking ID will begin with the letters UA, followed by a set of numbers (e.g. UA-123-456).

The Global Site Tag code is available here if your website requires it (such as Portfolio Box below).

We have included instructions on how to install Google Analytics on the website platforms which users identified in the chat during the webinar. Most platforms will have a support article detailing how to do this if it is not covered below.

Wordpress

There are two types of Wordpress websites: Wordpress.com, which are hosted by Wordpress and has limitations on which plugins are available, and Wordpress.org sites which you host yourself.

For Wordpress.com sites, you will need to have a [Premium plan](#) (or higher) to enable the Google Analytics integration. You will then be able to add your Google Analytics ID to the [marketing tools section](#) of your Wordpress account.

For Wordpress.org sites, I recommend installing the [official Google plugin Site Kit](#). This guides you through the whole setup and links together other Google tools such as Search Console and PageSpeed Insights. It can also integrate with Google Tag Manager, a very useful tool for additional insight (covered in our upcoming webinar).

Squarespace

Follow the [support article from Squarespace](#) on how to link your Google Analytics account. You will need your Google Analytics account ID.

Wix

Follow the [support article from Wix](#) on how to link your Google Analytics account. You will need your Google Analytics account ID.

Portfolio Box

Follow the [support article from Portfolio Box](#) on how to link your Google Analytics account. You will need the Global Site Tag script.

Demo Data

If you would like to test out Google Analytics you can use the data available from the Google Merchandise Store. Click Access Demo Account on [this webpage from Google](#).

Cookies, Privacy and GDPR

Google Analytics uses cookies to store and remember information to identify users on the site. I recommend reading through the following articles to understand how they work and what your organisation should implement in terms of consent and privacy:

- [How Google Analytics uses Cookies to identify Users](#)
- [Information Commissioner's Office guidance on Cookies](#)

This may be subject to change now the UK has left the European Union, currently the guidance still applies.

The next webinar in the series will look at how your Google Analytics account is configured to make sure it is GDPR compliant.

The four main areas of reporting

- Audience: Who are they?
- Acquisition: How did they find me?
- Behaviour: What are they doing?
- Conversions: What are they worth to me?

Proving the effectiveness of your activity

I recommend reading [this excellent article on UTM Parameters](#) from Alex Webb. Alex includes a very useful spreadsheet to generate and keep track of the campaign tagging you use.

Further training and support

[Google Analytics Academy](#)
Learn analytics with free online courses from Google. Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.

[Google Analytics Twitter account](#)
Get the latest news and product updates on Google Analytics, Data Studio, Optimize, Surveys, and Tag Manager. This account regularly shares interesting articles and information from Google Analytics users.

[AMA webinars](#)
The AMA have a series of upcoming webinars on topics such as Social Media Analytics.

[Audience Agency webinars](#)
Learn basic digital marketing and analytics skills with topic-specific webinars.

Tech Champion support

Thank you to everyone who indicated they'd like to have a 1-2-1 diagnostic with one of our Tech Champions. If you are based in England and work for an arts and cultural organisation, then we will be in touch soon (or you can drop us a line with more info to this email address). If you do not work for an arts and cultural organisation and/or do not reside in England, then I'm afraid we'll be unable to support you in this way. However, please follow us on [Twitter](#) and [YouTube](#) to find out about upcoming webinars and updated resources