

GOOGLE ANALYTICS SETUP CHECKLIST



Use Analytics like a Professional

Google Analytics is easy to install but a bit difficult to configure for tracking accurate data.

Most of the website owners think that adding Google Analytics code on the website will track everything.

In reality, the important process starts when you connect Google Analytics with your website.

This book aims to help you track accurate data by configuring your analytics account in the right way.

Below are 7 necessary things you should do after installing Google Analytics.

1. Create Two More views

Google Analytics by default has an "All Website Data" view. There is no any filter or goal setup in this view.

The best practice is to keep this view untouched. This view will contain all website data, that include, spam and bot traffic too.

The first thing you should do is create two more views. In a nutshell, your property should contain three views:

1. All Website Data
2. Master View
3. Test View

The Master view will contain filter data while test view will be used for testing filters and goals before applying them to master view.

2. Exclude Bots & Spiders

Most of your website visitors are from bots and spiders. Chances are you will see inaccurate data in Google Analytics.

To get a clear and accurate data in Analytics, it is always recommended that you filter out bot traffic.

To do this, navigate to [admin >> view settings](#) and check the [exclude all hits from known bots and spiders checkbox](#).

Exclude URL Query Parameters optional

Currency displayed as ?

US Dollar (USD US\$) ▾

Bot Filtering

Exclude all hits from known bots and spiders

Site Search Settings _____

Site search Tracking ? optional

OFF

The above method filters out most of the spam traffic but chances are you will still see other spam traffic in referrals data.

You can identify spam traffic by checking the bounce rate. Referrals with a bounce rate of 100% or 0% are spam sources.

You will have to add a filter to remove them to keep your data accurate.

3. Filter Internal Traffic

The third important thing is to make sure you filter out all hits from your internal company.

Doing this will make sure that any hits from you or your company will not get counted.

You can exclude a single, multiple or a range of IPs from getting counted in analytics.

To exclude a single IP address, navigate to **admin >> view >> filters**. Click on add filter button and do as shown in the image below.

Choose method to apply filter to view _____

- Create new Filter
- Apply existing Filter

Filter Information _____

Filter Name

Filter Internal Traffic

Filter Type

- Predefined**
- Custom

Exclude traffic from the IP addresses that are equal to

IP address

123.00.456.987

For excluding multiple IPs from your analytics account visit: <http://marketlytics.com/analytics-faq/exclude-multiple-ips-google-analytics>

4. Connect with Search Console

Console

Connecting with Google Search Console lets you see your page's performance on Google search.

It displays the list of keywords for which your website pages are ranking.

To connect with search console, navigate to [admin >> property settings >> adjust search console](#).

Use of full view mode is recommended only if your

Search Console _____

Adjust Search Console



User Analysis _____

Enable Users Metric in Reporting

Adds the Users metric to standard reports and upd

ON

Save

Cancel

5. Enable Demographic & Interest Report

Demographic and Interest report in analytics is interesting to see. It displays the location, age, gender and interest of your website visitors.

To enable this report, navigate to [admin >> property settings](#).

Advertising Features

Enable Demographics and Interest Reports ?

Demographics and Interest Reports make Age, Gender users are. To see this data, you need to enable Advertis



In-Page Analytics

6. Setup Goals

Running a Google Analytics account without setting a goal is useless. You will not be able to measure the success of your online business.

A goal can be a contact us form submission, a video play or a product purchase. To create a goal

visit: <https://support.google.com/analytics/answer/1032415?hl=en>

7. Verify Google Analytics Code

Once you install and configure Google Analytics, it's important to verify that you added the analytics code in the right place and there are no multiple tracking codes installed on your site.

Having multiple tracking codes on your site will send duplicate hits.

To verify analytics tracking code, install Google Tag Assistant chrome extension. It shows the number of analytics codes installed on your website.

Conclusion

If you have setup everything mentioned above, then you are going in the right direction. Follow the best analytics blogs(<http://marketlytics.com/blog/best-google-analytics-blogs>) to learn more about analytics and improve your online business.

Our Blog: <http://marketlytics.com/blog>

Twitter: @MarketLytics

Contact: hello@marketlytics.com