

How to Get Google Analytics Tracking Code

Google Analytics will help you monitor the traffic on your website. Here's how to get the tracking code:



1. Go to <https://google.com/analytics/>

Click **Start for Free** and login to your Google account (or create an account).



2. Complete the Account Setup

Account setup

Fill in your Account Name (use your name)

Select the Account Data Sharing options you want

Click Next

Property setup

Fill in a Property Name. This can be your company name. (tells you which website you're tracking)

Set your time zone

Click Next

About Your Business

Select an industry category

Select your business size

Select your analytics preferences

Click **Create**

Accept the Terms



3. Create Your Web Stream

Select **Web**

Add your **URL (domain)**

Enter a **Stream Name** (use your domain without .com)

Click **Create Stream**

Set up your web stream

Website URL:

Stream name:

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page 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 is collected.
[more](#)

Measuring: Page views Scrolls Outbound clicks + 3 more

[Create stream](#)



4. Get Your Tracking Code

On the window that pops up, under **Tagging Instructions** click on **Global site tag**

Copy and the tracking code and paste it into an email (we'll need this ENTIRE code from <script> to </script>). Send the code to BYF's Web Team at

support@buildyourfirm.com and be sure to **include your website domain**.

Tagging Instructions
Use one of the following to start collecting data.

[Add new on-page tag](#) [Use existing](#)

Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site
Add the Analytics tag to your website to begin seeing data in your property.

Copy the global site tag into the **<head>** section of your HTML. Or, if you use a website builder (e.g. WordPress, field.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-5C8H1NRDP5"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-5C8H1NRDP5');
</script>
```