

Google Analytics for Beginners

Start analysing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so that Google knows when your site is visited.

3 Learn about your audience



In a few hours, you'll be able to start seeing data about your site.

Start using Google Analytics

Sign up

Sign up now, it's easy and free!
Still have questions? [Help Centre](#)

The link below will take you straight through to a **3 Step process** for using **Google Analytics**

<https://analytics.google.com/analytics/web/provision/?authuser=0#provision/SignUp/>

If you want to know more about Google Analytics before you start, there's a FREE, series of short video training module **"Google Analytics for Beginners"** through the **Google Analytics Academy**.

<https://analytics.google.com/analytics/academy/course/6>

Google Analytics for Beginners allows new users to learn at their own pace; How to create an account, implement tracking code, and set up data filters. As well as how to navigate the Google Analytics interface and reports, and set up dashboards and shortcuts. The course also demonstrates how to analyze basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking.

Course Unit Content:

Unit 1: Introducing Google Analytics

- Lesson 1: Why digital analytics?
- Lesson 2: How Google Analytics works
- Lesson 3: Google Analytics setup
- Lesson 4: How to set up views with filters

Unit 2: The Google Analytics layout

- Lesson 1: Navigating Google Analytics
- Lesson 2: Understanding overview reports
- Lesson 3: Understanding full reports
- Lesson 4: How to share reports
- Lesson 5: How to set up dashboards and shortcuts

Unit 3: Basic Reporting

- Lesson 1: Audience reports
- Lesson 2: Acquisition reports
- Lesson 3: Behavior reports

Unit 4: Basic Campaign and Conversion Tracking

- Lesson 1: Measuring Custom Campaigns
- Lesson 2: Tracking campaigns with the URL Builder
- Lesson 3: Using Goals to measure business objectives
- Lesson 4: Measuring AdWords campaigns
- Lesson 5: Course review and next steps