1. Create a Google Account
Before you can access Google Analytics, you will need to create a Google account.

Creating a Google account is easy. Simply follow the step-by-step form, filling in all of the information requested.

**Note:** you do **not** have to create a Gmail address to create a Google account. You may use your UMSL email address. Simply click the blue-colored text that says “I prefer to use my current email address.”

After entering your information, you will receive a verification email, sent to the address you provided. Click the link to verify and your account will be created.
2. Sign up for Google Analytics
In your browser, go to http://www.google.com/analytics/

Click, “Access Google Analytics” in the upper right-hand corner.

You may be prompted to re-enter the password to your Google Account.

On the next screen, click “Sign up” on the far right.
The next screen will prompt you to fill out the information for the site you wish to track.

Once you have added the required information, scroll to the bottom of the page and click the “Get Tracking ID” button. The Tracking ID is a unique ID that you will embed in the code of the pages you wish to track.

The ID will appear near the top of the next screen. Copy the Tracking ID and move on to the next steps.

**Tracking ID**
UA-60428864-1

**Website tracking**
This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

**Note:** Underneath, the ID, there is a long snippet of code. It is NOT necessary to paste the entire code into the CMS. The tracking ID is what is needed.
3. Add the Google Analytics Tracking ID to your pages

Once you have generated your website’s unique Tracking ID, log into the CMS and click on the “site-nav” block of your site.

Click “Edit” then paste your Tracking ID into the Analytics ID section and click “Submit.”

Next, you’ll need to publish your site to finalize the changes.
4. (Optional) Confirm that your Tracking ID is active on your pages

Select a page to confirm and navigate to that page in your browser.

Right-click anywhere on the page that is not a link and select “View Page Source.”

The information on the next screen is the page source. Look for a section similar to the one below and confirm that the correct Tracking ID is present.

If you do not see your Tracking ID, confirm that your site has published and that your ID is present within the “site-nav” block. You may have to refresh the page in your browser.