



# GOOGLE ANALYTICS SET-UP CHECKLIST

## ADMIN

### TASK CHECKLIST

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- LOG IN TO GOOGLE ANALYTICS (GA)
  - ANALYTICS.GOOGLE.COM
- CONFIRM WEBSITE IS ACTIVE
  - TO ADD: ADMIN>CREATE PROPERTY
- ADD AT LEAST ONE COLLEAGUE TO ACCOUNT
  - TO ADD: ADMIN>PROPERTY USER MGMT

## TRACKING

### TASK CHECKLIST

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- GET TRACKING ID
  - FIND AT ADMIN>TRACKING INFO>TRACKING CODE
- ADD TRACKING ID TO YOUR WEBSITE
  - FOR WORDPRESS, USE A GA PLUGIN
  - FOR OTHER SITES, FOLLOW THEIR INSTRUCTIONS (IT WILL BE SIMPLE!)

## FOLLOW UP

### TASK CHECKLIST

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- SET A REMINDER IN 2-3 DAYS TO CHECK GA FOR DATA COLLECTION
- IF NO DATA, TROUBLESHOOT WITH GOOGLE AND/OR AMPLIFY TEAM
- IF DATA HAS ARRIVED, PAT YOURSELF ON THE BACK - THIS IS GOING TO BE HUGE!