



GA TECHNICAL SETUP



ACCOUNT

INSTALLATION & GOOGLE TAG MANAGER

VIEWS

TRACKING CODE CUSTOMIZATIONS



GA ACCOUNT

Best Practice



GOOGLE ANALYTICS STRUCTURE

ACCOUNTS

- Limit: 100 Account per Login
- Central Management
- (Company)

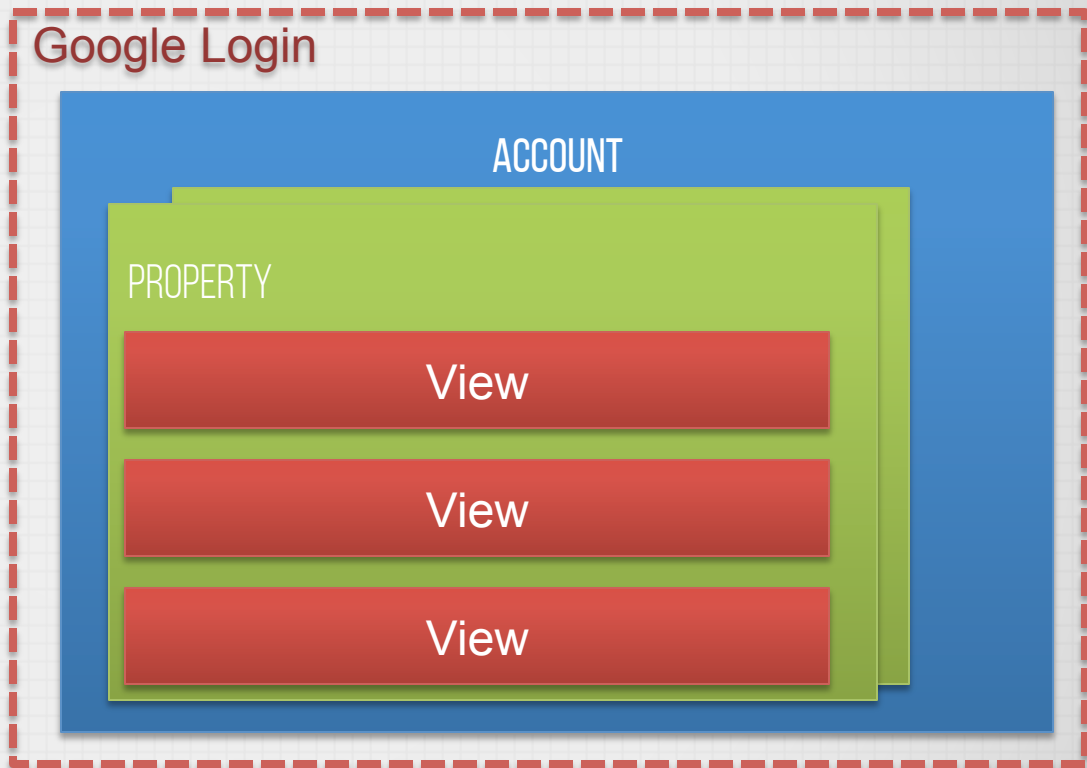
PROPERTIES

- Limit: 50 per Account
- Different Tracking Code
- (Websites)

VIEWS

- Limit: 50 per Account
- Perspective on Data: Config & Filter
- (Views)

Google Login





INSTALLATION & GTM



MANUAL INSTALLATION

PLUGINS

GOOGLE TAG MANAGER





GA VIEWS



Best Practice



GOOGLE ANALYTICS VIEWS

MASTER

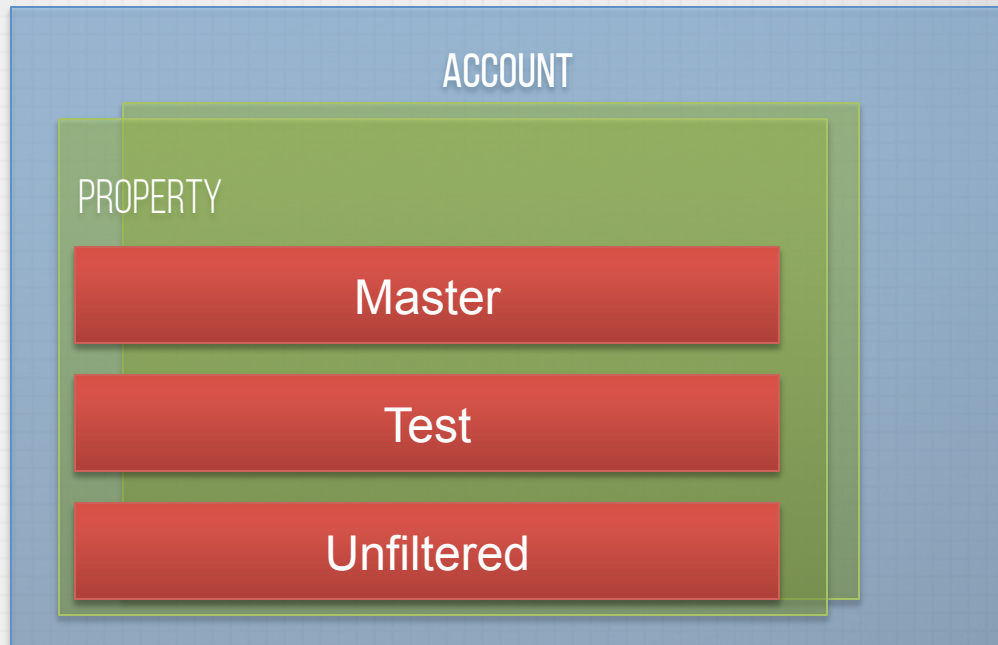
- contains important Filters and configurations

TEST

- Testing purposes
- Try & test new filters or configurations
- reverse if necessary

UNFILTERED

- Unfiltered data
- Raw



TRACKING CODE CUSTOMIZATIONS

CROSS DOMAIN TRACKING
ANONMINIZE IP ADDRESS
DEMOGRAPHICS AND INTEREST





GA TECHNICAL SETUP



ACCOUNT / VIEWS

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TRACKING CODE CUSTOMIZATIONS



GA TECHNICAL INSTALLATION ACTIONS



READ & VIEW

Watch this video <http://snip.ly/amZL>



SETUP

Setup a new Google Analytics account according to best practices
Setup a Google Tag Manager account and deploy GA through GTM



DISCUSS

Think of a good question that would be of interest to everyone and post it into the discussion section