I'm not a bot

Your first step is to set up an Analytics account, unless you already have one. Skip to creating a property unless you want to create a separate account for this website and/or app. For example, you might want to create another account if this website and/or app belong(s) to a separate business. Go to . If this is your first time using Google Analytics, click Start Measuring. If you already have an account set up, go to step 2. In Admin, click Create, then select Account. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be aViewer or aboveat the account level to create an Analytics account. Provide an account name. Configure the data-sharing settings to control which data you share with Google. Click Next to add the first property to the account. Use Google Analytics to understand the full customer journey, from first visit to purchase. You need the Editor role to add properties to a Google Analytics account. If you created this account, you automatically have the Editor role. You can add up to 2,000 properties (any combination of Universal Analytics and Google Analytics 4 properties) to an Analytics account. To raise this limit, contact your support representative. To create a property: Are you continuing from "Create an Analytics account", above? If so, skip to step 2. Otherwise, in Admin, click Create, then select Property. Enter a name for the property (e.g. "My Business, Inc website") and select the reporting time zone and currency. If a visitor comes to your website on a Tuesday in their time zone, but it's Monday in your time zone, the visit is recorded as having occurred on Monday. If you choose a time zone that honors Daylight Savings Time, Analytics automatically adjusts for time changes. Use Greenwich Mean Time if you don't want to adjust for Daylight Savings Time. Changing the time zone only affects data going forward. If you change the time zone for an existing property, you may see a flat spot or a spike in your data, caused by the time shift forwards or backwards, respectively. Report data may refer to the old time zone for a short period after you update your settings, until Analytics servers have processed the change. We recommend that you change the time zone for a property no more than once per day so Analytics can process the change. Click Next. Select your industry category and business size. Click Next. Select how you intend to use Google Analytics. Google Analytics tailors the set of default reports based on the information you provide about how you intend to use Analytics. For example, if you choose "Generate more leads," you will see a collection of reports to help you measure lead generation. Learn more about the business objectives reports collection. Click Create and (if you are setting up a new account) accept the Analytics Terms of Service and the Data Processing Amendment. Continue to Add a data stream to start collecting data. Add a data stream Are you continuing from "Create a property", above? If so, skip to step 2. Otherwise, In Admin, under Data collection and modification, click Data Streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be an Editor or above at the property level toadd a data stream. Click Add stream. Click iOS app, Android app, or Web.iOS app or Android app When you add an app data stream, Analytics creates a corresponding Firebase project and app data stream, and automatically links the Firebase project to your property if your project and property are not already linked. You can link to an existing Firebase project, however you have to do this from Firebase (and for a GA4 property that is not yet linked with Firebase.) Learn how. Enter the iOS bundle ID or Android package name, the app name, and for iOS, the App Store ID, then click Register app. Click Next and follow the instructions to download the config file for your app. Click Next and follow the instructions to add the Google Analytics for Firebase SDK to your app. Click Next. Run your app to verify installation the SDK and that the app is communicating with Google servers. Click Finish. (Alternatively, click Skip this step if you want to complete app setup at a later time.) Web Watch a step-by-step video to see how to set up Google Analytics on your website using Google Tag Manager. Set up data collection To begin seeing data in your new Google Analytics 4 property, you'll need to do one of the following:Add the tag to a website builder or CMS-hosted website (e.g., HubSpot, Shopify, etc.) Many CMSs have native integrations with Google Analytics 4. If you're using one of the CMSs listed below, follow the instructions to find your Google tag ID and paste it into the Google Analytics field that your CMS provides. To find your Google tag ("G-") ID: In Admin, under Data collection and modification, click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be an Editor or above at the property level tocreate. Click Web. Click the data stream for which you need the ID. Under Stream Details, copy the Measurement ID (starts with "G-" or "AW-") Enter your Google tag ID into the field that your CMS provides: All other website builders If you are using a CMS or website builder that doesn't provide a field to enter your Google tag ID, you'll need to paste your Google tag into your website using your CMS's custom HTML feature. In Admin, under Data collection and modification,click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be an Editor or above at the property level tocreate. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually: On the screen, youll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag immediately after the on the each page of your website. Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data.Add the Google tag directly to your web pages You need access to the HTML for your web pages. Ask your web developer to perform these steps if you're unable to complete the steps yourself. In Admin, under Data collection and modification,click Data streams. Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be an Editor or above at the property level tocreate. Click Web. Click the data stream for your website. Under Google tag, click View tag instructions. On the Installation instructions page, select Install manually: On the screen, youll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with: and ending with Paste your Google tag immediately after the on the each page of your website. Data collection may take up to 30 minutes to begin. You can then use the Realtime report to verify that you're receiving data. Don't see a Data Streams option in the Property column? You are in a Universal Analytics property instead of the GA4 property that you just created. To create a property for an app, read these instructions. Next steps After you have set up data collection, complete additional configurations to get more useful data out of Analytics. Review the checklist to learn which configurations are right for you to collect more data, filter unwanted data, and power advertising. Google Analytics is a platform that collects datafrom your websites and apps to create reports that provide insights into your business. Measuring a website To measure a website, you first have to create a Google Analytics account. Then you need to add a small piece of JavaScript measurement code to each page on your site. Every time a user visits a webpage, the tracking code will collect pseudonymous information about how that user interacted with the page. For the Google Store, the measurement code could show how many users visited a page that sells drinkware versus a page that sells housewares. Or it could tell us how many users bought an item like an Android doll by tracking whether they made it to the purchase-confirmation page. The measurement code will also collect information from the browser like the language setting, the type of browser (such as Chrome or Safari), and the device and operating system on which the browser is running. It can even collect the traffic source, which is what brought users to the site in the first place. This might be a search engine, an advertisement they clicked on, or an email marketing campaign. Processing and reporting When the measurement code collects data, it packages that information up and sends it to Google Analytics to be processed into reports. When Analytics processes data, it aggregates and organizes the data based on particular criteria like whether a users device is mobile or desktop, or which browser theyre using. But there are also configuration settings that allow you to customize how that data is processed. For example, you might want to apply a filter to make sure your data doesnt include any internal company traffic or developer traffic. Once Analytics processes the data, it is stored in a database where it cant be changed. So remember, when you set up your configuration, dont exclude any data you think you might want to analyze later. Once the data has been processed and stored in the database, it will appear in Google Analytics as reports. You can browse the web on your iPhone or iPad with Chrome. On your iPhone or iPad, open App Store. In the search bar, enter Chrome. Tap Get. To install, follow the on-screen instructions. If prompted, enter your Apple ID password. To start browsing, tap Open. To open Chrome from your Home screen, tap Chrome . Post to the help community Get answers from community members You can customize Chrome on your desktop by adding extensions from the Chrome Web Store. Install an extension Important: You can't add extensions when you browse in Incognito mode or as a guest. Open the Chrome Web Store. Find and select the extension you want. Select Add to Chrome. Some extensions will let you know if they need certain permissions or data. To approve, select Add extension. Important: Make sure you only approve extensions that you trust. To install the extension, select the icon to the right of the address bar. If youre using a computer through your work or school, your organization might block some extensions.Install on your phone Important: Make sure you're signed in to Chrome with your Google Account. Learn how to sign in and sync in Chrome. On your phone, open Chrome . Find the extension you want. Tap Add to Desktop. To confirm, tap Add to Desktop. Tip: The next time you open Chrome on your computer, youll get a message that the extension was installed. If the extension needs some permissions, you'll be asked. To approve, select Enable extension.Install with a Windows or Mac application Sometimes, when you install an application on Windows or Mac, it also installs a Chrome extension. The next time you open Chrome: To grant permissions and use the extension, select Enable. To delete the extension, select Remove. Install with Enhanced protection For additional protection when you install a new extension from the Chrome Web Store, you can use Safe Browsing's Enhanced protection. If you enable Enhanced protection in Chrome, it warns you when an extension you want to install isnt trusted. Extensions are considered trusted when theyre built by a developer who follows the Chrome Web Store Developer Program Policies. For new developers, it generally takes a few months to become trusted. Eventually, we strive for all developers with compliant extensions to reach this status upon meeting our developer program policies. When you try to install an extension, a dialog appears. If the extension youre about to install isnt trusted by Enhanced protection, it says This extension is not trusted by Enhanced Safe Browsing. To install the extension anyways, select Continue to install. To abort the installation, select Close. If the extension is trusted by Enhanced protection, to complete the installation, select Add extension. Manage your extensions On your computer, open Chrome. At the top right, select More Extensions Manage extensions. Make your changes: Turn on/off: Turn the extension on or off. Allow incognito: On the extension, select Details. Turn on Allow in incognito. Fix corruptions: Find a corrupted extension and select Repair. Confirm by selecting Repair extension. Allow site access: On the extension, select Details. Next to Allow this extension to read and change all your data on websites you visit, change the extensions site access to On select, On specific sites, or On all sites. Remove possible malware If you repaired an extension but it's still corrupted, a suspicious program might be changing this extension's files. On Windows, Mac, or Linux computers, run an antivirus or anti-malware software. Remove any software programs that may be affecting Chrome. On all computers, repair the extension: On your computer, open Chrome. At the top right, select More Extensions Manage extensions. Find a corrupted extension and select Repair. Confirm by selecting Repair. If this doesn't work, visit the Chrome Help Forum and share your situation with us. Let extensions read and change site data Some extensions need permission to read and change site data. You can change your extensions permissions anytime. Important: When you grant or cancel these permissions, it will only affect extension sites that match the extensions's host permissions. Extensions that change lower-level network access through VPNs or proxy settings arent affected by the change in permissions. On your computer, open Chrome. At the top right, select More Extensions . Select More point to "This can read and change site data." Decide which permission to give the extension: When you select the extension: This setting only allows the extension to access the current site in the open tab or window when you select the extension. If you close the tab or window, youll have to select the extension to turn it on again. On [current site]: Allow the extension to automatically read and change data on the current site. On all sites: Allow the extension to automatically read and change data on all sites. Add or remove access to a specific site On your computer, open Chrome. At the top right, select More Extensions Manage extensions. On the extension, select Details. Under Permissions, add or remove a site: Add: To the right of Allowed sites, select Add. If you can't find this option, change Allow this extension to read and change all your data on websites you visit to On specific sites. Remove: To the right of the site, select More Remove. Uninstall an extension To the right of your address bar, look for the extension's icon. Right-select the icon and select Remove from Chrome. If you don't find the extension's icon: On your computer, open Chrome. At the top right, select More Extensions Manage extensions. On the extension you want to remove, select Remove. To confirm, select Remove.Use extensions on any computer To use your extensions on any computer, sign in to Chrome.Arrange extensions on your toolbar To the right of your address bar, find your extensions' icons. On your computer, open Chrome. Drag the extension's icon to its new place. Hide extensions To hide individual extensions: Right-select the icon. Select Unpin. To find your hidden extensions,select Extensions . Show extensions To bring hidden extensions back to your toolbar: Select Extensions . Find the hidden extension. Select Pin . Important: Some extensions don't have this option. Unsupported extensions To better protect your privacy and security, Chrome and the Chrome Web Store require extensions to meet up-to-date with new requirements. With this, Chrome may disable extensions that don't meet these requirements. If an extension isnt supported and is disabled, you can take the following actions.Find an alternative On your computer, open Chrome. At the top right, select More Extensions Manage Extensions. Find the unsupported extension. Select Details More Find Alternatives . Add an extension from the Chrome Web Store. Remove the extension On your computer, open Chrome. At the top right, select More Extensions Manage Extensions. Find the unsupported extension. Select Remove. Temporarily enable the extension Important: You can only re-enable an extension for a limited period of time after it has been disabled. We recommend you find an alternative extension before its permanently disabled. On your computer, open Chrome. At the top right, select More Extensions Manage Extensions. At the bottom right, select the toggle of the unsupported extension you want to enable. Tip: If your browser is managed, your administrator can re-enable unsupported extensions with Chrome Enterprise Policy. Learn how to check if your Chrome browser is managed. To get results from Google each time you search, you can make Google your default search engine. Set Google as your default on your browser If your browser isnt listed below, check its help resources for info about changing search settings. Google Chrome Open Google Chrome. In thetop right, click More Settings. Or, in your address bar, enter chrome://settings. Tip: If there's a Chrome update available, in the top right, you'll find Update . Click Update Settings. Under "Search engine,"selectGoogle. Open the Chrome app . In the top right, tapMore Settings. Under "Basics," tapSearch engineGoogle. Open the Chrome app . Tap More Settings . Tap Search engineGoogle. Microsoft Edge Open Microsoft Edge. At the top right, click Settings and more Settings. On the left, click Privacy, search, and services. Scroll to "Services." Click Address bar and search. In the "Search engine used in address bar" drop-down, click Google. In the "Search on new tabs uses search box or address bar" drop-down, click Address bar. Internet Explorer 8 & higher Tip: To find which version of Internet Explorer you're using, click Help About Internet Explorer. Internet Explorer 11 Open Internet Explorer. At the top right, click the gear icon. Click Manage add-ons. At the bottom, click Find more toolbars and extensions. Scroll down to the Google Search extension. Click Add. To confirm, click Add again. At the top right, click the gear icon. Click Manage add-ons. On the left, under "Add-on Types," click Search Providers. On the right, click Google Search. At the bottom, click Set as default. Internet Explorer 10 Open Internet Explorer. In the top right corner of the page, click the gear icon. Click Manage add-ons. On the left side of the page, click Search Providers. In the bottom left corner, click Find more providers. Select Google. Click Add to Internet Explorer. Check the box next to "Make this my default search provider." Click Add. Internet Explorer 9 Open Internet Explorer. In the top right corner of the browser, click the Tools icon. Click Internet options. In the General tab, find the "Search" section and click Settings. Select Google. Click Set as default. Click Close. Internet Explorer 8 Open Internet Explorer. In the top right corner of your browser, click the down arrow in the search box. Click More Providers. Click Google. Check the box next to "Make this my default search provider." Click Manage Search Providers. Click Add. Firefox Open Firefox. In the small search bar in the top right of your browser, click Search. Click Change Search Settings. Under "Default Search Engine," select Google. Safari Open Safari. Click the search bar. In the left corner of the search bar, click the magnifying glass. Select Google. Android browser Open your browser app. It could be called Internet or Browser. Tap the Menu button on your phone or at the top right of the browser. Tap Settings Advanced Set search engine. Tap Google. Search widget Important: This feature is available on new devices distributed in the European Economic Area (EEA) on or after March 1, 2020. On your Android phone or tablet, open the Google app . At the top right, tap your Profile picture or initial Settings. Tap Search widget Switch to Google. Tip: Learn how to set Google as your homepage. Post to the help community Get answers from community members

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