

**Google Analytics Guide**

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 1. Create a Google Analytics account. First, you'll have to create a Google Analytics account. Or, sign in to your current account. 2. Add the name, URL, and industry of the website you want to track. Choose which account you want to add the property to. You should create and name your Property at this point and enter the website's URL as well as industry and reporting time zone.

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 Google Analytics Help Center - The official Analytics Help Center where you can find tips and tutorials on using Google Analytics and answers to frequently asked questions. Google Analytics Developers - The Google Analytics developer platform provides access to the resources used to collect, configure, and report on user interactions with your online content.

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 Step 1. Sign Up for Google Universal Analytics. Visit the Google website, and sign up for a Google Universal Analytics account. Step 2. Complete the Magento Configuration. Log in to the Admin for your Magento store. On the Admin sidebar, go to Stores > Settings > Configuration. In the left panel, expand Sales and choose Google API. Expand the Google Analytics section and do the following: Set Enable to Yes.

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