Get & Install Google Analytics (WordPress Websites)

Sign Up for Google Analytics:

1. Create a Google Analytics account at [Google Analytics Signup Page](). If you already have a Gmail account, then use that to sign-in with. If you do not have a Gmail account, then you need to create an account for yourself. (Google likes to **centralize everything** around Gmail accounts)
2. Once you sign-in with your Gmail account, you will be prompted to signup for Google analytics with your Gmail account.
3. On the next screen, you will be given choice between website or mobile app. Choose **"website"**. The rest of the required information is self-explanatory. Enter your website's URL, Account name (which can be anything you like), country, and your time zone, then click **Get Tracking ID button**. You will be presented with Google Analytics terms and service, click **I Agree button**.
4. Get Google Analytics tracking code. Copy tracking code so you can enter it in your WordPress site. Leave analytics browser tab open as you will need to revisit it, once you have installed the code on your WordPress site.

Install Google Analytics in WordPress

There are 3 ways to install Google analytics in WordPress: Direct paste, functions.php, and plugins.

Plugins Method (Recommended):

There are tons of plugins available to add Google Analytics to your site. However, it is probably best to just use a simple light-weight plugin like:

[Insert Header and Footer]()

Paste the Google Analytics code in the plugin's setting page.

Direct Paste Method:

Copy the code that you received in Step 4, and paste it in your theme's header.php right after the <body> tag.

Functions.php Method:

Note: only use this if you know what you are doing.

Add the following code in your theme's functions.php file and don't forget to paste your Google Analytics code from Step 4 here. Before you paste it, please make sure that you have read our Beginner's Guide to Pasting Snippets from the Web.

Source: See http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/ for more details videos and images.