



Set up guide

Follow the steps below to begin tracking the performance of your website and measuring your ROI:

1. Click the Analytics tab within your AdWords account.
2. Follow the instructions to set up a **new** account
3. Enter your **Website's URL**, making sure to select either `http://` or `https://` from the drop-down list. Enter a nickname for this account in the **Account Name** field and then, click **Continue**.
4. Enter your contact information and click **Continue**.
5. Read the Google Analytics Terms of Service. If you agree to these terms, select the **Yes** checkbox and click **Create New Account** to continue.

The **Tracking Instructions** page that is displayed contains the tracking code that you will need to paste into each page of your site. However, we recommend that you complete some additional steps before pasting this code so as to ensure that the collected data is relevant.

Otherwise, click **Continue** on the **Tracking Instructions** page to access your new account.

It is important to configure your profile in order to get the most out of your reports. To access your profile settings:

1. In the **Website Profiles** table, find the profile to edit.
2. Click **Edit**. The Profile Settings page is displayed.
3. Click **Edit** on the Main Website Profile Information table.

Default page

Setting this to the default (or index) page of your site allows Google Analytics to reconcile log entries for `www.example.co.uk` and `www.example.co.uk/index.html`, for example. These refer in fact to the same page, but are reported as two distinct pages until the Default Page setting has been configured.

Exclude URL Query Parameters

Does your site use dynamic session or user identifiers? You can instruct Analytics to ignore these variables and not count them as unique pages. Enter any query parameters to exclude, separated by commas.

E-commerce Website

To enable e-commerce reporting and the E-commerce Analysis report set, select **Yes**.