



My Client Centre accounts and Google Analytics – best practices

We recommend that each My Client Centre (MCC) child account has its own Google Analytics account. Client manager MCC accounts should not be linked to an Analytics account, as these top level MCC accounts contain no actual AdWords campaign information.

Although it is possible to track multiple websites within a single Analytics account, creating separate Analytics accounts for each different AdWords account will simplify your setup process and ensure fewer setup, access and data problems. You can create more Analytics accounts from www.google.com/analytics/en-GB/.

To link a Google Analytics account to an AdWords account, the AdWords email address must match an admin email address in the Google Analytics account you wish to link. The admin user can add additional users to the Google Analytics account. For example, if the account manager is the admin user, he/she should then grant access to the Analytics account to his/her client.

Once an Analytics account is linked to an AdWords account, it will be available from the Analytics tab within AdWords. MCC client managers can access each Analytics account by first selecting the particular AdWords account then clicking the Analytics tab. Linking both accounts correctly allows you to see AdWords ROI by showing detailed information down to the keyword level about which keywords are driving conversions on your website.

Account access

Google Analytics provides the ability to add any number of users to your account and to grant varying levels of access to your reports. You may grant access to the reports of particular profiles when adding a new user or modify access for existing users.

To add a new user or administrator:

1. Log in to your Analytics account.
2. Click 'Access Manager'.
3. From the Existing Access table, click 'Add User'.
4. Enter the user's email address, last name and first name.
5. Select the Access type for this user.
6. If you selected 'View reports only', select the profiles to which this user should have access and click 'Add'.
7. Click 'Finish'.

To modify access for an existing user, please follow the steps below:

1. Log in to your Analytics account.
2. Click 'Access Manager'.
3. Find the user in the Existing Access list and click 'Edit'.
4. From the Available Website Profiles, select the profiles to which this user should have access and click 'Add'.
5. Click 'Save Changes'.