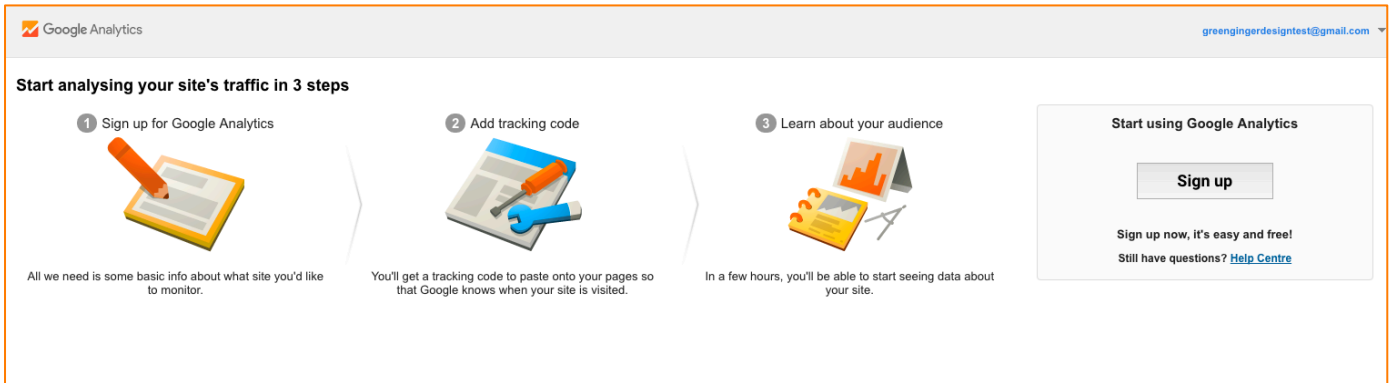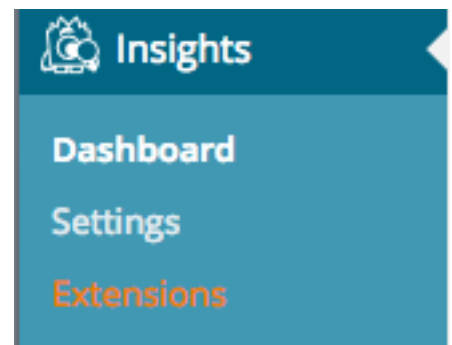# How to... Add Google Analytics

The Monster Insights Plugin within WordPress allows you to add Google Analytics to your website. This will let you monitor visits to your website.
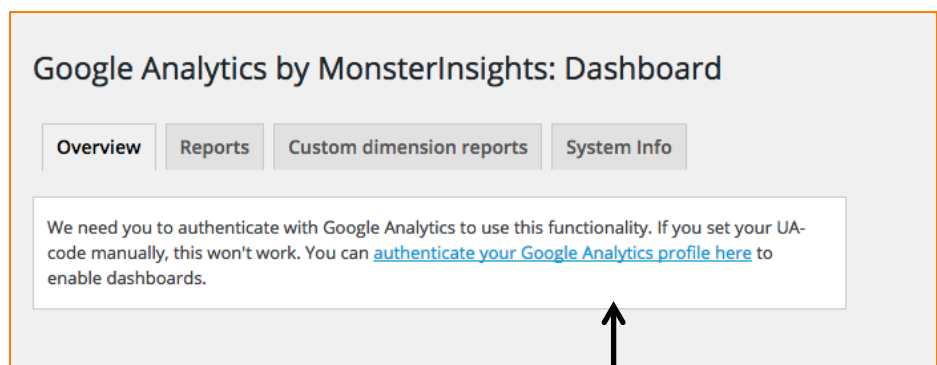
First, you have to have a google account. When signed in, go to Google Analytics, and follow the stages to register your website.

Once you have registered your website with Google Analytics, go to your Dashboard, and click on Dashboard:

You will now see a screen similar to this:

Click "authenticate your Google Analytics profile here":

Click on "Authenticate with your Google Account:

Google Analytics by MonsterInsights: Settings

General | Universal | Advanced | Custom Dimensions | Debug mode

General settings

Google profile: [Authenticate with your Google account]

Current UA-profile

☐ Manually enter your UA code   [   ]

Warning: If you use a manual UA code, you won't be able to use the dashboards.

Track outbound click and downloads: ⑦ ☐

Allow tracking of anonymous data: ⑦ ☐

Anonymise IPs: ⑦ ☐

Ignore users: ⑦ [Administrator ✕] [Editor ✕]

Disable analytics dashboard: ⑦ ☐

[Save changes]

Check that you are logged in with the correct gmail address, and click Allow

Copy and paste the code as instructed.

Google   [Your gmail address]

MonsterInsights Free would like to:

G View your Google Analytics data   ⓘ

By clicking Allow, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies. You can change this and other Account Permissions at any time.

[Deny]   [Allow]

You should now return to this screen:

You have the option to change the settings. I suggest you use the following settings (thanks to the WP10 blog for this advice)
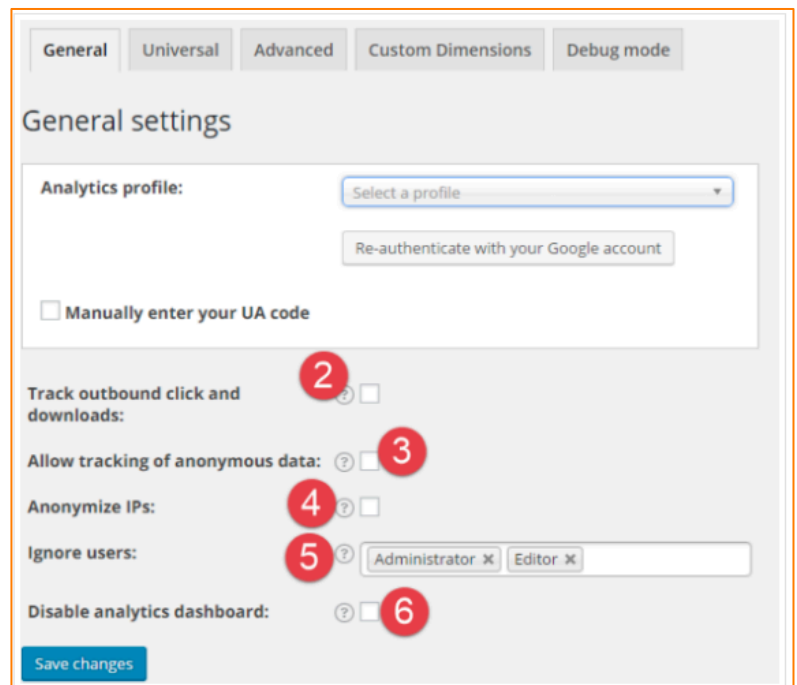
General Settings:

2 Tick this box if you want to allow Google to track clicks on your website pages (recommended)

3 Tick this box to allow the plugin to track data (recommended)

4 Tick this box to allow Google to track users in countries that may not allow data tracking (recommended)

5 Leave these users – it means that if you visit your website, this will not be recorded in the data.

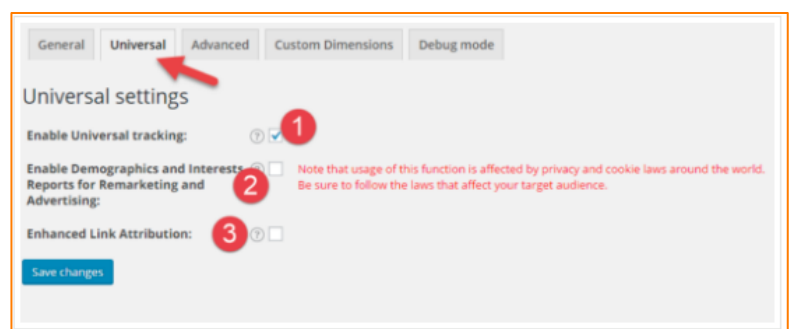**6** Do not tick this box unless you do not want to use the dashboard within this plugin.

Universal Settings:
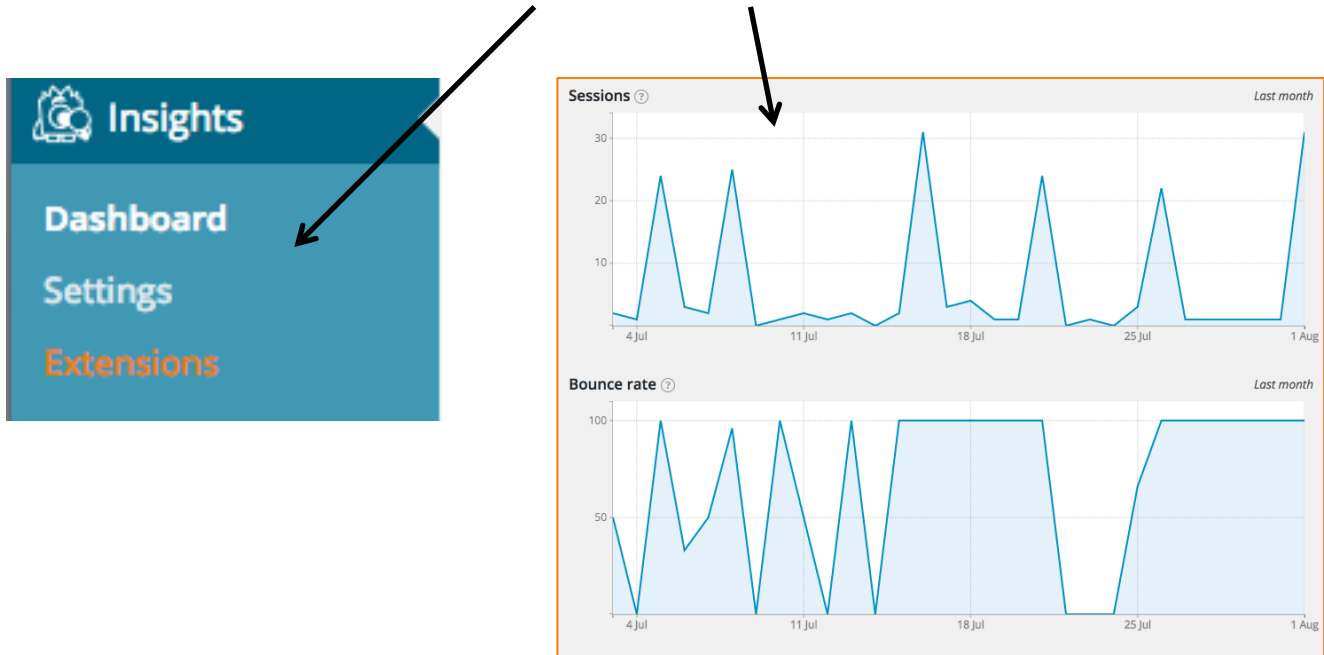
1 Tick this box to enable universal tracking (recommended)

2 Tick this box to get demographic and interest-related information about your visitors (optional)

3 Tick this box to get enhanced link information (optional)

Now click Save Changes – very important!

This plugin has now inserted your Google Analytics tracking code into your site. You can now go to Dashboard track your visitors.

You can also log into Google Analytics directly, and track more detailed statistics there. Read this very helpful blog for more detailed information.