

## Setting up Wordpress with your Google Analytics Code

It's easy to set up Google Analytics to track the visitors of your Wordpress blog.

Since Wordpress isn't set up to do this "out of the box" you'll need a special bit of code added to your Wordpress blog to make this easy to do. Fortunately, Joost de Valk has written just such a plug-in.

<http://yoast.com/wordpress/google-analytics/>

Download this plug in and install it on your blog. Once that's done and the plug in is activated you're ready to begin.

Begin by logging into your Google account and accessing the Analytics section.

Go through the steps to create a tracking code for your blog.

Instructions for adding tracking

New Tracking Code (ga.js)

[Legacy Tracking Code \(urchin.js\)](#)

Copy the following code block into every webpage you want to track immediately before the `</body>` tag.

If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting **new features** as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www")
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' typ
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-1564194-7");
pageTracker._trackPageview();
</script>
```

Copy (Ctrl + c) the tracking code from the panel and paste it (Ctrl + v) into Notepad or a word processing program.

## Google Analytics and Wordpress

Once you've pasted the code you're your word processing program, highlight the "tracker" code as highlighted in the image below.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/j
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-1564194-7");
pageTracker._trackPageview();
</script>
```

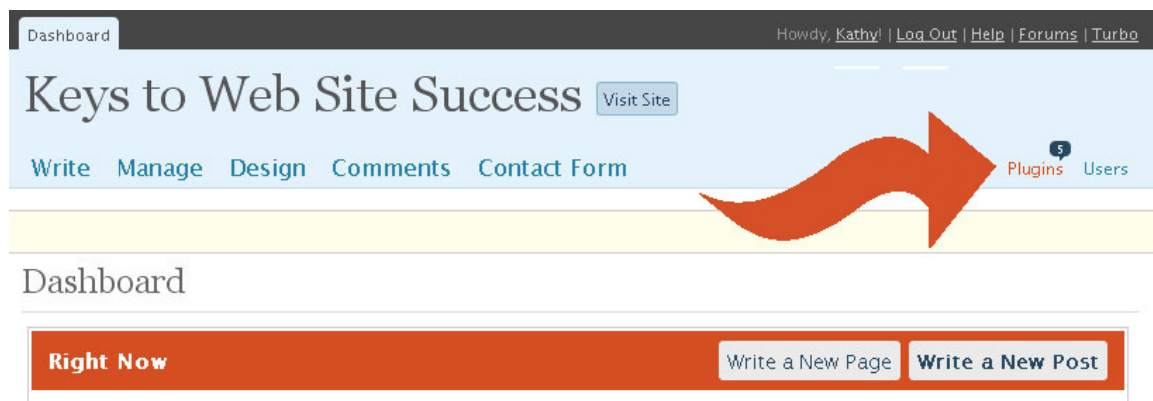
This is the only part of the code that you need. Copy (Ctrl + c) this code.

DO NOT copy the quotation marks– only highlight the UA-#####-#

DO NOT copy the entire code.

This is why I've had you copy and paste this into a word processing program – because sometimes the Google screen won't let you pick and choose what part of the code you're "allowed" to copy!

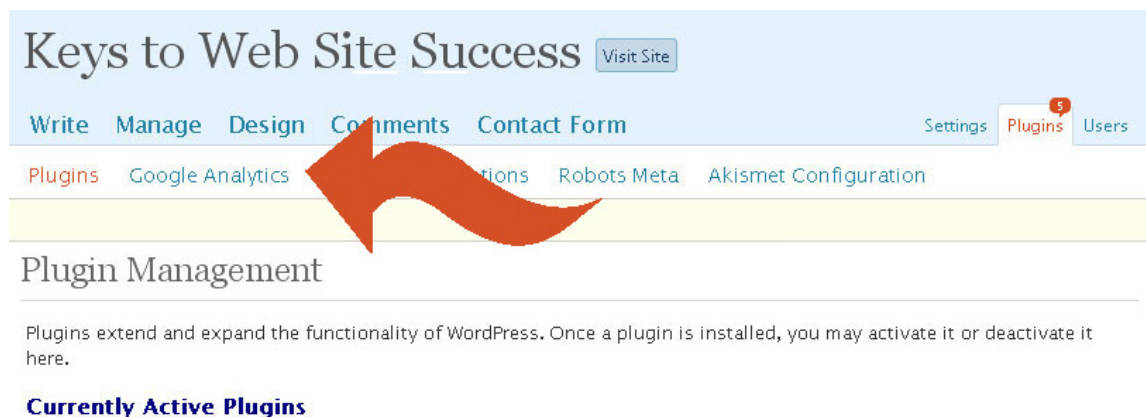
Once you've copied that tiny bit of code, log into your Wordpress administration panel.



Click on the "plugins" link indicated by the arrow above.

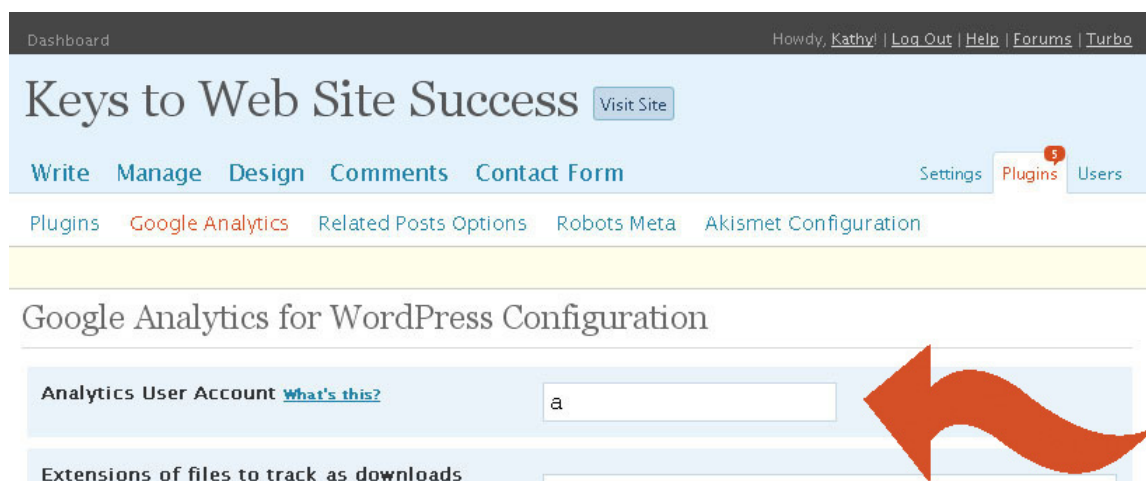
## Google Analytics and Wordpress

This will bring you to this screen



Click on the link indicated by the arrow above. This will open the screen to manage the Google Analytics plug in.

The Arrow indicates where to paste the code you just copied.



Simply place your cursor in the box, erase the “a” and paste (Ctrl+v) the code you copied from Google Analytics.

Scroll to the bottom of the screen and click “save”.

That’s it! You’ve successfully activated Google Analytics for your blog!