

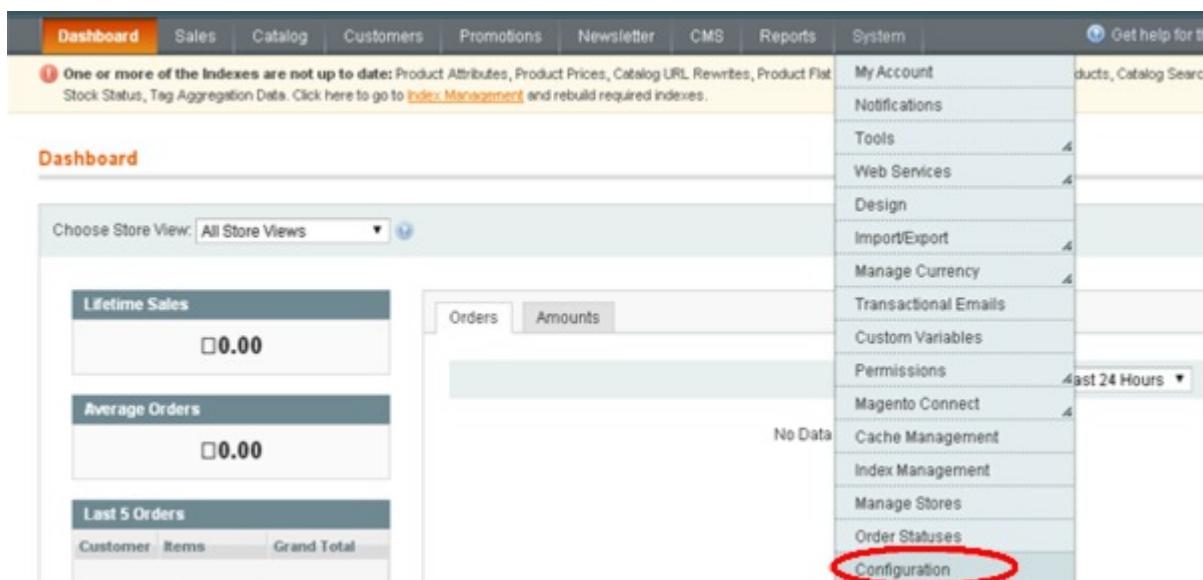
# MAGENTO - SETUP GOOGLE ANALYTICS

Google Analytics is a finest Google service for those who are actively managing websites and adds analytics to Magento store including Ecommerce tracking and conversions of their websites. It allows administrators to monitor their website's traffic.

The following steps help you to set up Google Analytics in Magento store:

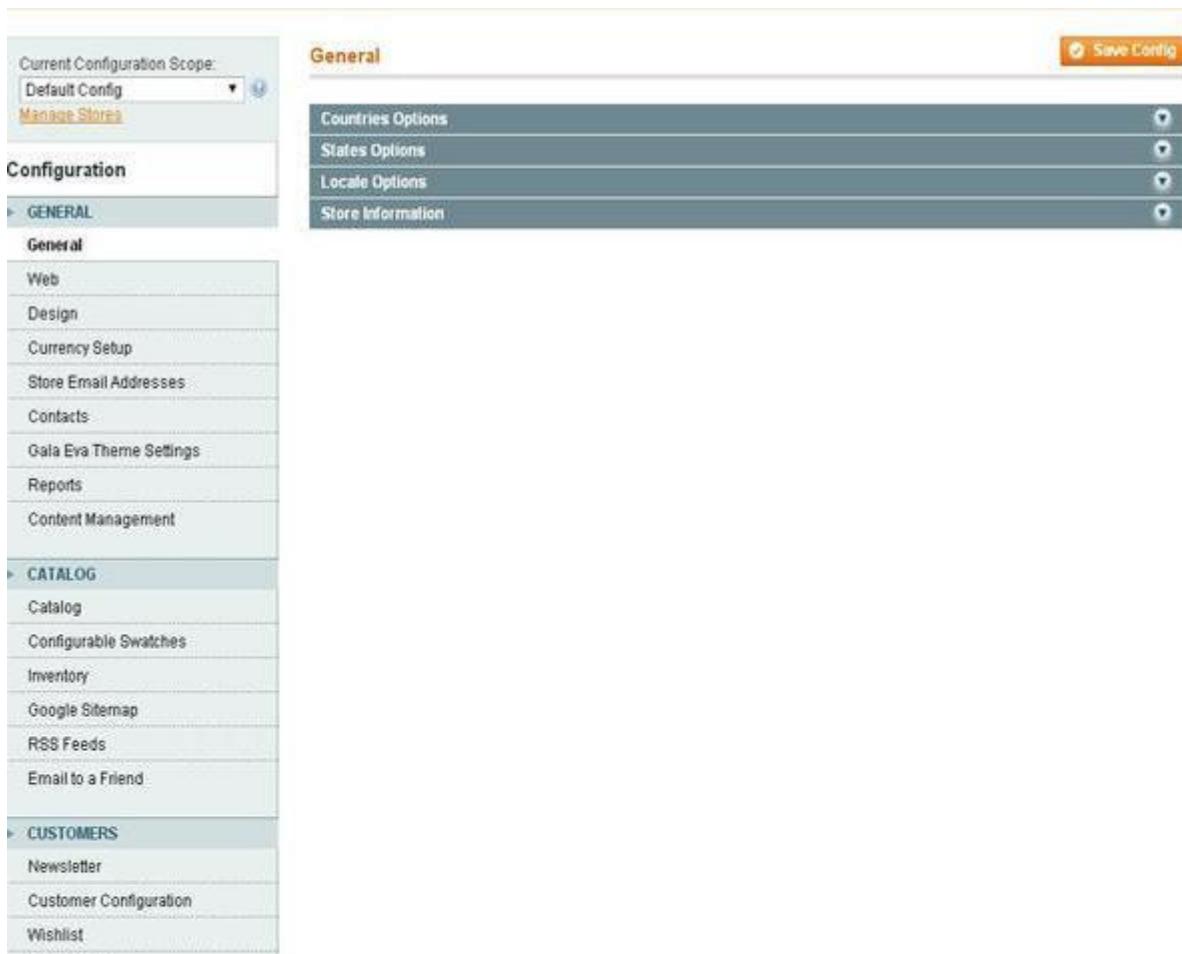
**Step 1:** Login to your Magento Admin Panel.

**Step 2:** Go to the **System** menu and click on the **Configuration** option.



The screenshot shows the Magento Admin Dashboard. The top navigation bar includes links for Dashboard, Sales, Catalog, Customers, Promotions, Newsletter, CMS, Reports, and System. A message in the top left corner indicates that indexes are not up to date. The main content area displays 'Lifetime Sales' (0.00), 'Average Orders' (0.00), and 'Last 5 Orders' (Customer, Items, Grand Total). On the right, a sidebar lists various system options: My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. The 'Configuration' option is highlighted with a red circle.

**Step 3:** On the left side of the navigation, click on the **Google API** option under **Sales** section.



The screenshot shows the 'Configuration' page under the 'Sales' section. The left sidebar lists categories: Configuration, GENERAL, CATALOG, and CUSTOMERS. The 'GENERAL' category is expanded, showing sub-options: Web, Design, Currency Setup, Store Email Addresses, Contacts, Gala Eva Theme Settings, Reports, and Content Management. The 'CATALOG' category is also expanded, showing sub-options: Catalog, Configurable Swatches, Inventory, Google Sitemap, RSS Feeds, and Email to a Friend. The 'CUSTOMERS' category is expanded, showing sub-options: Newsletter, Customer Configuration, and Wishlist. The main content area is titled 'General' and contains sections for Countries Options, States Options, Locale Options, and Store Information. A 'Save Config' button is located in the top right corner.



**Step 4:** Expand the **Google Analytics** panel which shows some settings such as:

- *Enable* option should be set to Yes to activate payment method
- *Type* option provides two types: Google Analytics and Universal Analytics
- *Account Number* accepts your account number
- *Enable IP anonymization* option should be set to Yes. After done with the settings

click on the **Save Config** button to save the changes that you have made.

The image shows a configuration form for Google Analytics. The title 'Google Analytics' is at the top. The form contains four input fields: 'Enable' (set to 'Yes'), 'Type' (set to 'Google Analytics' with a note 'The tracking code to use.'), 'Account Number' (an empty input field), and 'Enable IP anonymization' (set to 'Yes'). Each field has a '[STORE VIEW]' link to its right. At the bottom right is a large orange button with a white 'Save Config' label and a small circular icon. This button is also circled with a red marker.

Google Analytics		
Enable	Yes	[STORE VIEW]
Type	Google Analytics	[STORE VIEW]
▲ The tracking code to use.		
Account Number		[STORE VIEW]
Enable IP anonymization	Yes	[STORE VIEW]

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