

MAGENTO - SETUP GOOGLE ANALYTICS

http://www.tutorialspoint.com/magento/magento_setup_google_analytics.htm

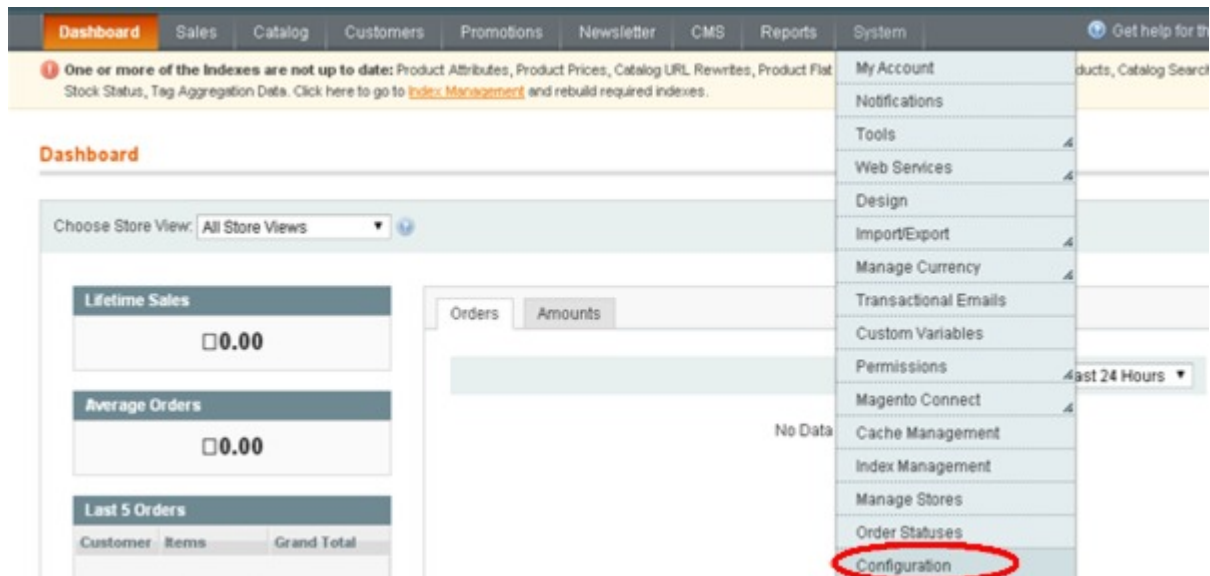
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Google Analytics is a finest Google service for those who are actively managing websites and adds analytics to Magento store including Ecommerce tracking and conversions of their websites. It allows administrators to monitor their website's traffic.

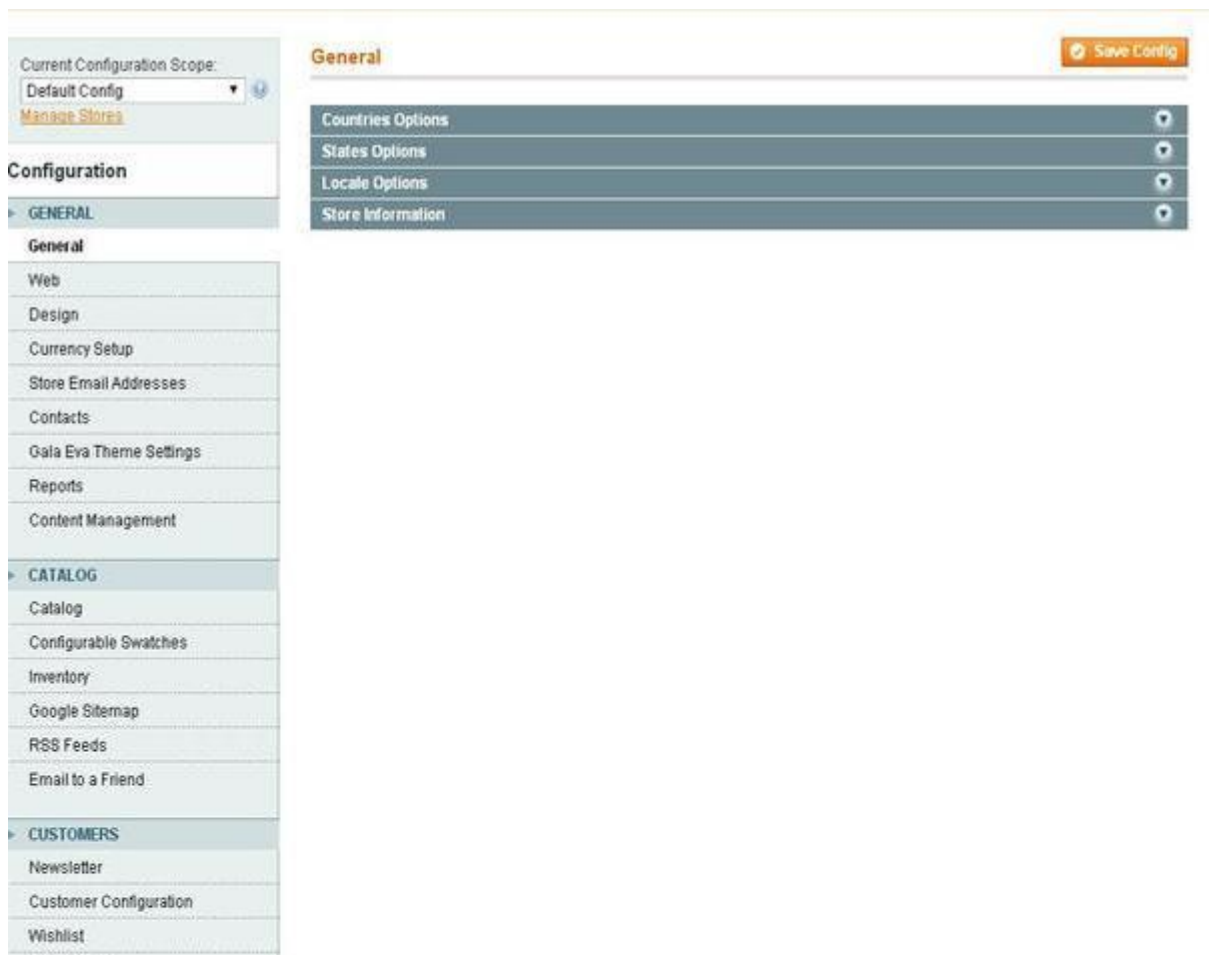
The following steps help you to set up Google Analytics in Magento store:

Step 1: Login to your Magento Admin Panel.

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



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





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.

Google API

Save Config

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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