MAGENTO - SETUP GOOGLE ANALYTICS
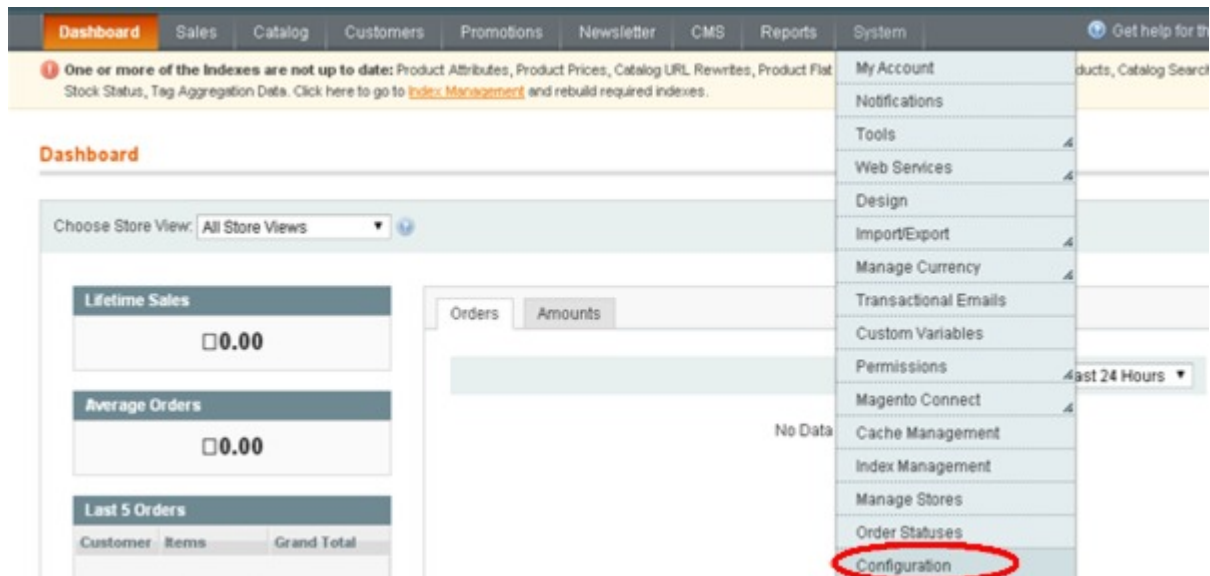
Google Analytics is a finest Google service for those who are actively managing websites and adds analytics to Magento store including Ecommerce tracking and conversions of their websites. It allows administrators to monitor their website's traffic.
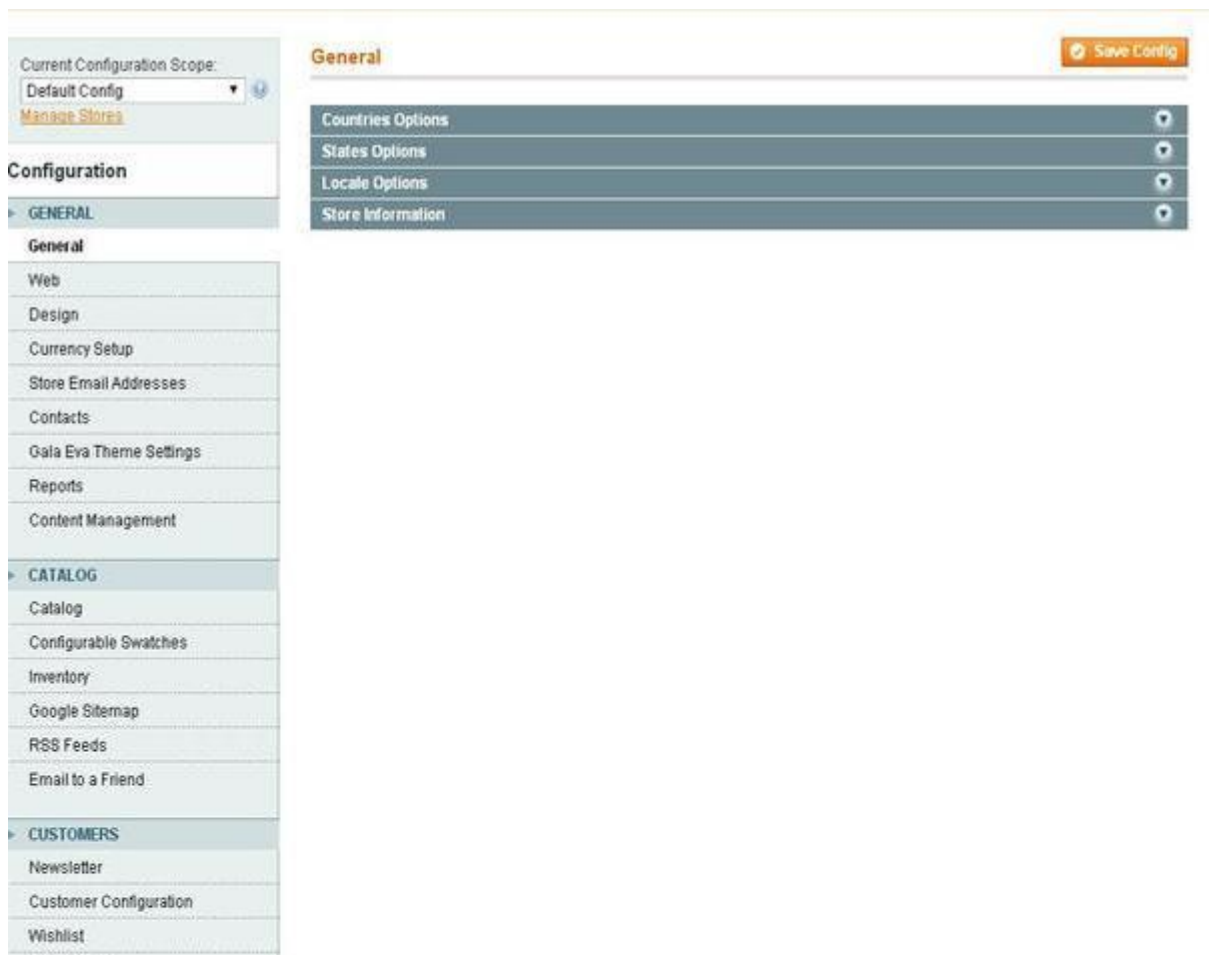
The following steps help you to set up Google Analytics in Magento store:

Step 1: Login to your Magento Admin Panel.

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

Step 3: On the left side of the navigation, click on the **Goggle 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.

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