

How to Track Analytics for Your Website

In this document, you will learn how to set up Google Analytics for your website and how to create a custom report to track the number of pageviews, unique pageviews, and new users on a weekly basis.

Note: This document was created in October 2018. The exact wording and screenshots may change in the future but the general process should remain the same.

[Click here for more free content on raising money and buying apartments with passive investors.](#)

1. Create a Google Account

I recommend setting up a separate Google account (Gmail account is the same thing) for your business rather than using your personal Google/Gmail account.

- Go to www.Google.com
- Click the blue **Sign In** button at the top right of the screen
- If you already have a personal Google account, it will take you to a screen and ask you to choose an account. Click **Use another account** at the bottom of the screen
- If you do not have a personal Google account or after clicking **Use another account**, you will be taken to a sign in screen. Rather than signing in, click **Create account**
- Follow the instruction for creating a new account and sign in to your new account

2. Signup for Google Analytics

- Go to www.analytics.google.com
- Click the **Sign-up** button on the right-hand side of the screen and you will be taken to a New Account setup screen
- For “What would you like to track?”, select **Website** (although Website should be the default option)
- For “Account Name”, input **your business name**. This is your top-level account, and you can track multiple websites with the same account
- For “Website Name”, input the **website domain name** (i.e. joefairless.com)
- For “Website URL”, input your site URL (i.e. <http://www.joefairless.com>)
- For “Industry Category”, select **Real Estate** (or leave blank as this field is optional). By selecting Real Estate, you will be able to compare your website data to benchmark data for other accounts in the Real Estate industry
- For “Reporting Time Zone”, select **your time zone**
- For “Data Sharing Settings”, read through each of the options and decided which ones you want to check
- Once you complete the account setup information, click the blue **Get Tracking ID** button
- You will be prompted to read and accept Google Analytics Terms of Service Agreement. Check the box and click **I Accept**

3. Setting up Google Analytics Account

After clicking **I Accept**, you will be taken to your Google Analytics admin, Tracking Code page. However, in order for Google to begin gathering your website data, you must install the Google Analytics code on your website.

Since we recommend setting up your website initially using WordPress, this section will focus on how to install the Google Analytics tracking code on WordPress. Rather than manually inserting the tracking information into the website header HTML code, you will install a free WordPress plugin to begin tracking your website data.

- Login to your WordPress admin account
- Click **Plugins->Add New** on the tool bar on the left-hand side of the page
- Perform a keyword search for **Monsterinsights** and click enter. You will be using the **Google Analytics for WordPress by MonsterInsights** plugin, which will look like this:



- Click **Install**, and once the plugin is finished installing, click **Activate**
- Once you activate the MonsterInsights plugin, you will notice a new tool on your toolbar, **Insights**. Navigate to **Insights->Settings**
- Authenticate your new Google account, which will allow the WordPress website to communicate with Google and vice versa by clicking **Authenticate with Your Google Account**
- A new window will open with your new business Google account at the top right-hand side (confirm that it is the correct account), asking you to allow MonsterInsights to view your Google Analytics data. Click **Allow**
- Next, a code will be generated by Google. Copy that code, navigate back to your WordPress admin page, and paste the code into the box. Click **Save authentication code**
- Lastly, you need to select a profile. Click the **Select a Profile** dropdown menu and select the option **All Website Data (UA-XXXXXXX-X)** under the Website Name you defined when you created your Google Analytics account
- To complete this step, click **Save Changes** at the bottom left-hand side of the screen

That's it and you're all set, although it can take a few hours for Google Analytics to start collecting data.

4. How to Create a Custom Report

The metrics that we track and that are listed on the Accredited Investor Engagement Plan spreadsheet are pageviews, unique pageviews, and new users.

Pageviews: the total number of pages views. Repeated views of a single page are counted

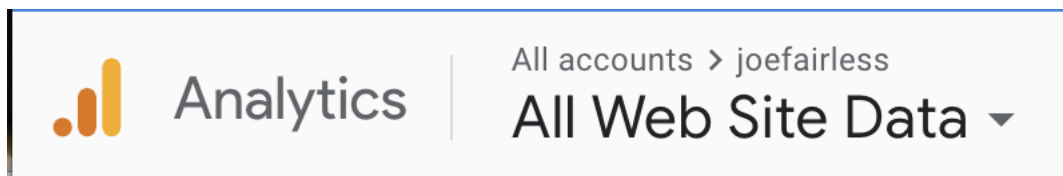
Unique Pageviews: the number of sessions during which the specific page was at least viewed once

New Users: the number of first-time users during the selected date range.

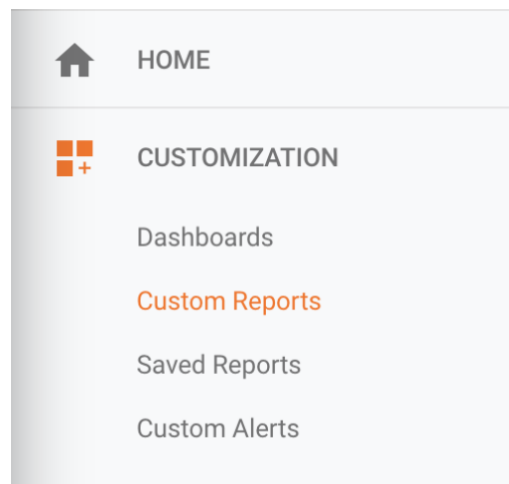
In other words, pageviews are the total number of times a page was viewed, including repeat views by the same user during a single session, unique pageviews are the number of times a page was viewed excluding repeat views by the same user during a single session, and new users are the number of unique, first-time users that visited a page during a selected date range.

The best way to track these three metrics is to create a custom report.

- Login to your Google Account
- Go to www.analytics.google.com
- At the top of the screen, confirm that the correct website is selected (i.e. joefairless -> All Website Data)



- On the toolbar on the left-hand side of the screen, click **Customization** -> **Custom Reports**



- Click **+New Custom Report** and you will be taken to a custom report setup screen

Create Custom Report

General Information

Title

Report Content

Report Tab

Name [Duplicate this tab](#)

Type **Explorer** Flat Table Map Overlay

Metric Groups

Dimension Drilldowns

Filters - optional

Views - optional

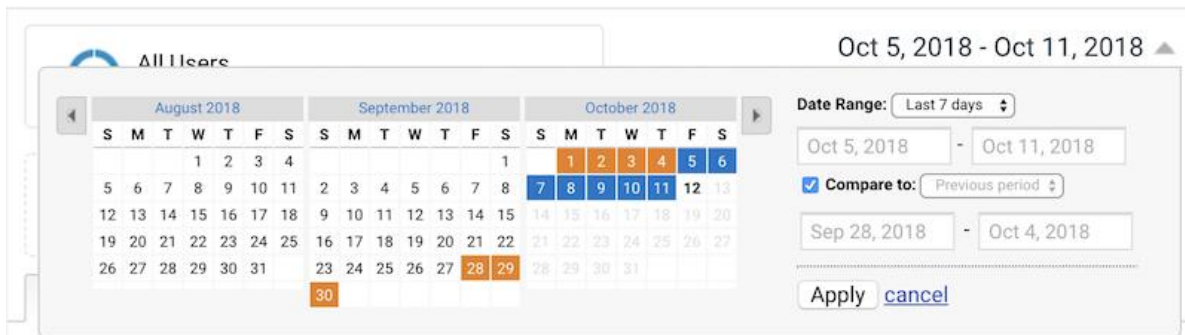
☐ All views associated with this account

☒ 1 view selected

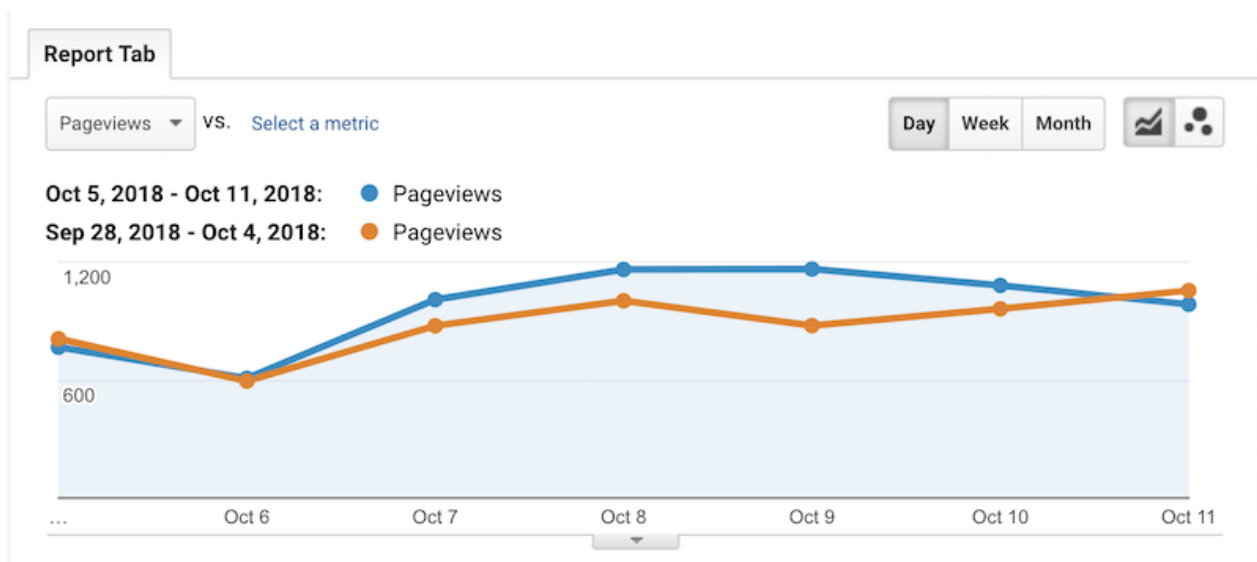
- General Information
 - Title: input a title of your choosing
- Report Content
 - Name: leave as the default, because we will only use on report tab
 - Type: select **Explorer** (it should be the default option)
 - Metric groups: select the following metrics (they are listed in alphabetical order)
 - Users -> Pageviews**
 - Users -> Unique Pageviews**
 - Users -> New Users**
 - As you will see, there are hundreds of metrics to choose from, and each metric has a ?. When you click on the ?, a definition of that metric will appear. Feel free to add as many metrics as you want
 - Dimension Drilldowns: select **Behavior -> Page**, which will list out the selected metrics by URL
- Click **Save**, and you will be taken to a screen with your custom report. Now that the report is created, it will show up automatically on Custom Reports under Customization on your toolbar

5. Understanding the Report

- You should track your analytics on a weekly basis. To do so, click the arrow next to the default date range at the top right of the report and set the **Date Range** to **Last 7 days**. If you want, you can check the **Compare to: Previous Period**, which will compare the most recent 7 days to the 7 days prior.



- The reports tab creates a graph that shows your progress over the last 7 days (or whatever date range you specify) for each of the metrics you set when creating the report (i.e., pageviews, unique pageviews, and new users). If you checked the **Compare to:** option, the graph will have two lines, one for the current period in blue and one for the previous period in orange



- Lastly, there is a data table that tracks the three metrics (new users, pageviews, and unique pageviews) for your overall website and your individual URLs, outputting a total number for each metric for the specified date range. If you checked the **Compare to:** option, you will also find a % change for each metric for the overall site and for each URL.








Primary Dimension: **Page**

Plot Rows

Secondary dimension

advanced

Sort Type: Default

| <input type="checkbox"/> | Page ? | New Users ? | Pageviews ? | Unique Pageviews ? |
|--------------------------|---|--|---|--|
| | | 12.57%  2,427 vs 2,156 | 9.70%  6,777 vs 6,178 | 10.11%  6,023 vs 5,470 |
| <input type="checkbox"/> | 1. /  | | | |
| | Oct 5, 2018 - Oct 11, 2018 | 242 (9.97%) | 535 (7.89%) | 451 (7.49%) |
| | Sep 28, 2018 - Oct 4, 2018 | 195 (9.04%) | 493 (7.98%) | 401 (7.33%) |
| | % Change | 24.10% | 8.52% | 12.47% |
| <input type="checkbox"/> | 2. /passive-investors/  | | | |
| | Oct 5, 2018 - Oct 11, 2018 | 231 (9.52%) | 364 (5.37%) | 322 (5.35%) |
| | Sep 28, 2018 - Oct 4, 2018 | 91 (4.22%) | 218 (3.53%) | 181 (3.31%) |
| | % Change | 153.85% | 66.97% | 77.90% |
| <input type="checkbox"/> | 3. /success-blueprint-direct-mail-delinquent-tax-lists/  | | | |
| | Oct 5, 2018 - Oct 11, 2018 | 87 (3.58%) | 119 (1.76%) | 109 (1.81%) |
| | Sep 28, 2018 - Oct 4, 2018 | 90 (4.17%) | 146 (2.36%) | 127 (2.32%) |
| | % Change | -3.33% | -18.49% | -14.17% |
| <input type="checkbox"/> | 4. /lessons-100000000-multifamily-syndications/  | | | |
| | Oct 5, 2018 - Oct 11, 2018 | 68 (2.80%) | 103 (1.52%) | 96 (1.59%) |
| | Sep 28, 2018 - Oct 4, 2018 | 63 (2.92%) | 102 (1.65%) | 96 (1.76%) |
| | % Change | 7.94% | 0.98% | 0.00% |

This document is a broad overview of Google Analytics functionality and how to track the number of pageviews, unique pageviews, and new users to your website. Once you make the first custom report, feel free to mess around throughout the site and create additional reports.

[Click here for more free content on raising money and buying apartments with passive investors.](#)

Do you need debt for your deal, equity for your deal, or maybe a loan guarantor to get qualified for financing? Here is a mortgage broker that the clients in my consulting program and my company have

used: Marc Belsky at Eastern Union. Call Marc at 212-897-9875 or send him an email at mbelsky@easterneq.com.