...is a great tool that helps you track your website’s internet traffic. We’ll go step-by-step to walk you through the process of creating your Google Analytics account. We’ll provide pictures for each step, so you know what it should look like. I am using my own personal blog to demonstrate the process, so remember that you must ignore the information I enter into the forms and fill in your website’s information!

To sign-up for Google Analytics, you will need a Gmail account. That is the first step if you do not already have one.

You can sign up for one here: www.gmail.com
**STEP 1:**

Once you have your Gmail account and are signed in to Google, just go to Google’s homepage and type in the words Google Analytics. Click on the first result, “Google Analytics Official Website”.

**STEP 2:**

This will bring you to the Google Analytics homepage. In the top right corner of the page, you will see a rectangular orange button labeled “Create an account”. Click that button to proceed.
**STEP 3:**

You will be directed to a page that displays the process of implementing the Google Analytics tool into your website. On the right side of the screen there will be a section labeled “Start using Google Analytics”. Click the “Sign Up” just below it.

**STEP 4:**

You will be directed to a form where you can enter your website’s information. Enter all the required fields, then scroll down to the bottom of the page.
**STEP 5:**

At the bottom, there are two checked boxes. These do not have to remain checked for your account to be created. If you wish, you can uncheck them both. The first box will allow Google to share your site's information with its own programs, such as Google AdWords, Google AdSense, and others. The second box allows Google to share your site's information anonymously with other websites to compile internet traffic trends for analysis. Once you have checked or unchecked your preferred settings, click the blue button labeled "Get Trafficking ID".

**STEP 6:**

A window will pop up asking you to agree to Terms of Service. You must agree to Google's Terms of Service to use Google Analytics. If you wish to continue you must click the "I Accept" button on the left.
STEP 7:

Once the Terms of Service are accepted you will be brought to the page where you can customize your tracking code. You can choose a single domain, a multi-page domain, or a multiple top-level domain option. It will be set to single domain by default, so be sure to adjust this option if necessary. Then, scroll down to the bottom of the page.

STEP 8:

There will be a box with your custom tracking code for your website. You need to highlight this code in its entirety. Once highlighted, use a secondary click (this is a right-click on Windows computers and there are various options on Apple computers) to bring up the options menu. Choose “Copy” from this list. The code is now copied in your computer and ready to be pasted in your website’s format code.