Set up web analytics

Verify your web tracking setup

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It can take up to 24 hours for all data to appear in your Google Analytics account after you've installed the tracking code. In the meantime, here's how to confirm that you've set up tracking correctly:

1. **Read the *Tracking Status Information* section at the top of the Tracking Code section**
   To get to that page, click the Admin tab. Click the **Tracking Code** tab.

   Status messages for tracking include:

   - **Waiting for Data**
     The tracking code has been detected on the home page of your website, and Google Analytics is aggregating the data to populate into your reports.
   - **Tracking Not Installed** or **Not Verified**
     The tracking code has not been detected on the homepage of your website, so use the recommendations in this section to verify your setup.
   - **Tracking Installed**
     The tracking code is working properly and data is being populated into your reports.

2. **Check your reports for data**

   From the website profile that corresponds to your site, select **My Site** and **Reports**. In this report, you'll change the default display date to the current day. To do this, click the date widget on the dashboard and change the date to the day you set up the tracking code. If you do this just a few hours after setting up the tracking code, you probably won't see much data. However, if you see some site usage statistics, this means your Analytics profile is receiving data for your website and tracking is working.

3. **Use your WYSIWYG editor correctly**

   If you use a WYSIWYG ("What you see is what you get") editor such as Macromedia Dreamweaver, make sure that you're not pasting the code using the Design mode of the editor — this is likely the case if you can see the tracking code in the browser when viewing your pages. Make sure to use the "code" view mode (HTML markup) or the equivalent when you're pasting the code to your web pages.

4. **Use your browser's "View Page Source" feature to find the tracking code**

   Navigate to your page on the web and select **View Source** from your browser's menu. For more details, see Checking Source Code for Analytics.

   Asynchronous Code (default)

   The asynchronous snippet should appear at the top of your page before the closing `</head>` tag.

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async =
true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') +
'.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Traditional Snippet

The traditional snippet should appear at the bottom of your page just before the closing tag.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

You should see your own account number in place of the `xxxx-x` in the example above. If you need a fresh copy of your code, click **Edit** next to the appropriate profile on the "Analytics Settings" page, then select **Check Status**.

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For sites and apps using Universal Analytics, some information about data collection might be different. Find out more about Universal Analytics.

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