Set up web analytics

Troubleshoot common tracking setup mistakes

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Once you've correctly installed the tracking code snippet, you should allow up to 24 hours for data to appear in your account. If it has been more than 24 hours and you're still not seeing any data, take a look at the list of possible reasons below:

- **Using incorrect snippet and/or viewing the wrong account or profile**
  If you are tracking multiple websites and/or have access to multiple Analytics accounts, you might be using the snippet from another account and/or profile. Make sure you are viewing the correct account and profile. See Finding the Tracking Code for additional information.
- **Extra whitespace or characters**
  Be sure to copy the snippet and paste it directly onto your website using either a text editor or an editor that preserves code formatting. We recommend that you do not use a word processor to copy the snippet from your account. Doing so can add an extra space or change the quotation marks in the tracking snippet, which requires precise formatting in order to work.
- **Customization Errors**
  If you are making customizations to the tracking code, make note of the following:
  - function names are case sensitive and should have correct casing
  - boolean values (e.g. `true` or `false`) should not be enclosed in quotes

  For more details, see "Common Pitfalls" in the **Migration Guide** on Google Code.
- **Incorrect filter settings**
  Incorrect filter settings can affect the data you see, and can inadvertently filter all of your data from your reports. In most cases, this occurs when users apply multiple "Include" filters. For details, see the article on Include and exclude filters.
- **Using multiple tracking snippets**
  If you're using both Urchin software and Google Analytics to track your website, your pages might have both `__utm.js` and the ga.js tracking code. Be sure to use only one tracking code snippet on your site.
- **Other scripts on your page**
  Make sure that other scripts on your pages do not use the variables `_gat` and `_gaq`, since those are global variables used by the asynchronous tracking code. As long as those variables are not used by other scripts on your pages, there should be no other interference with the tracking code from your own scripts. If you are using the traditional tracking method, your scripts should not be using the variable `pageTracker`.

- **Outdated Flash plug-in and disabled JavaScript**
  If you're unable to see the report interface properly, download the latest Flash plug-in (7.x or higher) and make sure JavaScript is enabled in your browser. *A note for Linux users*: The Flash plug-in for Linux can be problematic, and users of Debian and Ubuntu seem to be especially affected. We're aware of these issues, but due to the lack of updates and Flash plug-in development for Linux, we may not be able to support your browser and operating system combination at this time.
  Visits from China

Due to the way Internet traffic is handled in China, some visits from China might be under-reported in Google Analytics. While this issue isn't unique to Google or Google Analytics, we do take the issue seriously and are working to find solutions. You can continue to use Google Analytics to analyze overall traffic trends and patterns for your site as the decrease has been proportionally consistent during this period.

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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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