

# QUICK START GUIDE

Get Google Analytics set up on your website in 5 easy steps

Steps	Go Here	Do This	Expect This
1. Sign up for Google Analytics (GA)	<a href="http://analytics.google.com">http://analytics.google.com</a>	Click 'Sign Up' and enter existing Google account info or click to create a Google account (easy).	You will need to provide your name, phone number, and website URL to create an account. When you finish signing up, GA will display the javascript that you need to insert into your website.
2. Insert GA code into all of your web pages	PhotoShelter Standard/Pro users go here: <a href="http://pa.photoshelter.com/mem/site/custom">http://pa.photoshelter.com/mem/site/custom</a>	Cut and paste the javascript code into your website. It needs to be placed at the bottom of every page.	You should see no performance impact on your site (i.e., pages will still load fast) or any other visible indicator that GA code has been inserted.
3. Set up your website's Profile on GA	<a href="http://analytics.google.com">http://analytics.google.com</a> and click on the account you created	Click "+ Add new profile" to start collecting data. The "status" indicator will show you if everything is set up properly.	If you have installed the javascript properly, you should see a green checkmark almost immediately indicating that everything is ok.
4. Wait		GA will start collecting data immediately, but won't process and display results for about 2 hours. Build a month's worth of data before you start doing a deep analysis.	Familiarize yourself with the GA interface. See our <i>Google Analytics for Photographers</i> guide for help orienting yourself to the key areas.
5. Brainstorm your Key Performance Indicators (KPIs)		Sketch out the key marketing questions that you hope to get answered by Google Analytics. "Where is my traffic coming from? What keywords are people using to find my site? What are my most popular images?" etc. Then drill these down into 'Key Performance Indicators' (KPIs) that you want to monitor over the coming months. (Check out some of our recommended KPIs in the next section)	You may not be able to get all of your questions answered by GA.