

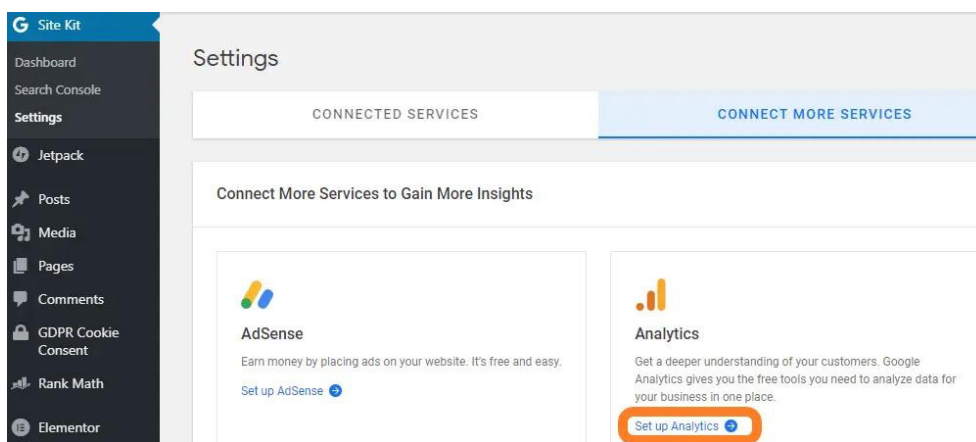
Add Google Analytics

Google Analytics unleashes information about your visitors, time spent, pages landed upon, devices, and location. For marketing and analysing your web traffic/readership, this is all important!

A simple way is to add the **Google Site Kit** (a Free Plugin) into Wordpress. Once installed, connect to your **Google Account**.

You may be asked to confirm that you want to manage your site; allow all of those options. And then you'll receive the 'Congrats' screen. Click **Go to my Dashboard**.

Now click **Google Site Kit** that is now present in the Wordpress sidebar. Go to **Settings**, and then **Connect More Services**. And then (sorry about the steps) click **Set up Analytics**.



You'll be asked to verify again; confirm all of the options.

You're nearly done now. Click **Set up a New Account**, add your Website, and then click **Configure Analytics**.

The bad news is that it can take 24 hours before information flows for you to analyse, but rest assured that it will.