

How-To Enable Google Analytics onto your Site

Software Support - 2021-06-16 - [Managers & Site Owners](#)

3rd Party: This guidance may differ from the point this article was created, therefore, we cannot be held responsible for any changes on their website.
If you find the steps below cannot be followed, please contact our [support team](#) as they'll be able to assist you and update the article if required.

Google Analytics is a free web analytics tool that generates detailed statistics about activity on a website.



It helps you to analyse visitor traffic and paint a complete picture of your audience, wherever they are.

Google Analytics records statistics such as:

- 1 - Audience Location.
- 2 - Audience Engagement.
- 3 - Mobile Traffic Behaviour.
- 4 - Traffic Sources.
- 5 - Social Media Traffic.
- 6 - Site Content Trends.
- 7 - Page Bounce Rates.
- 8 - Site Search Behaviour.
- 9 - Events.
- 10 - Funnel Visualization.

For more detailed information, visit: <https://marketingplatform.google.com/about/analytics/>

Tip: Google Analytics will not display or give access to any data/content stored within your Kahootz site.

Enabling Google Analytics on your Kahootz site

To do this, follow the steps below:

Tip: This functionality is only available to [Kahootz Enterprise](#) clients and requires the Site Owners written approval.

1. Create or Log into your **Google Analytics** account via <https://analytics.google.com>
2. Click **Admin > Account > Property > Tracking Info > Tracking Code**.
3. A **Tracking ID** similar to this will display: UA-107780376-7
4. A **Tracking Code** similar to below will also display:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-10780386-7"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-10780386-7');
</script>
```

5. Please provide [Kahootz support](#) with both the '**Tracking ID**' and '**Tracking Code**' exactly as it is displayed. They will then apply your Google Analytics Tracking ID and Code details to your Kahootz site.

Tip: After the support team applies it to your site, it can take between 24/48hrs before any data/traffic is sent.

Related Content

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