

## How-To Enable Google Analytics on Your Site

Software Support - 2024-01-23 - Managers & Site Owners

**3rd Party:** The Google Analytics software in this guidance may differ if Google has updated their product since Kahootz last updated this article. Therefore, we cannot be held responsible for any changes on their website and we request you contact the [support team](#) to advise them accordingly.

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 website activity across all of your workspaces.

**Tip:** This feature is only available to [Kahootz Enterprise](#) clients & requires Site Owners written approval.



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:

1. Create or Log into your **Google Analytics** account via <https://analytics.google.com>
2. Click **Admin > Create Account**.
3. Provide an **Account Name** and click the “**next**” button.
4. Provide **Property** details, name, time zone and currency.
5. Click the “**next**” button and enter your **Business information**.
6. **Accept** the Google Analytics Terms of Service Agreement.
7. You’ll now be presented with the “**Data Streams**” page.  
If not, you can select this from the left-hand side menu.
8. Select “**Web**” from the available options.  
You may have to click the “**Add Stream**” button.
9. Enter your website and stream name.
10. Click on the “**Create Stream**” button.
11. Click on the “**View Tag Instructions**” button.

12. Select the “**Install Manually**” option.

13. You’ll be presented with the following **Google Tag** details...

Install with a website builder Install manually

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**Install the Google tag manually**

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-V1S1ZYN4CR"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-V1S1ZYN4CR');
</script>
```

**Use Google Tag Manager?**

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn More](#)

Please “copy and paste” all the displayed information and provide it to [Kahootz support](#).

The support team will now apply your Google Analytics Tag details to your Kahootz site.

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

#### Related Content

- [How-To Contact Support & View your Tickets](#)