

User Guide - Adding Google Analytics Access

September 14

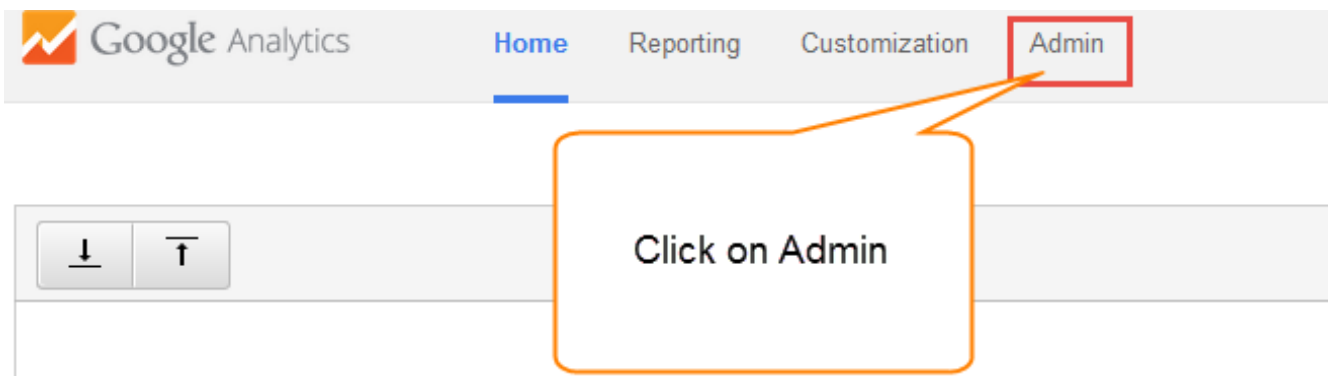
Enabling Six Serving Men to have access to your Google Analytics

It's easy to set Six Serving Men Up with access to review your website performance if you use Google Analytics

STEP 1 : LOGON TO YOUR GOOGLE ANALYTICS ACCOUNT.

Once logged on you will see the Admin Panel

- You will see all the accounts you have access to.
- Click upon the Admin Button - Top Left



STEP 2 : GOOGLE ANALYTICS ADMINISTRATION PANEL

Google has recently (Spring 2014) introduced a new admin panel based upon the concept of

- Account - For Example Rudy has a single account
 - Properties - Under Rudy's account we have access to many properties (websites in non techy speak)
 - Profiles - For each website a profile provides different views of data
- Most business will have a single account, single property and single profile set up - We will talk you through the benefits of how this is set up at a later stage.

Administration
6SM - Testing Account

ACCOUNT: 6SM - Testing Account

PROPERTY: Six Serving Men Analytics Account

Account Settings

User Management

AdSense Linking

All Filters

Change History

Property Settings

User Management

Tracking Info

PRODUCT LINKING

AdWords Linking

All Products

Ensure the right account is selected from the dropdown

Once the right account is selected, click on "User Management"

Click the User Management category

Administration > User Management
6SM - Testing Account

ACCOUNT: 6SM - Testing Account

Account Settings

User Management

Change History

Account Permissions

Email	Account Permissions
1. rudy.analytics@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze

Add permissions for: rudy.analytics@gmail.com

User e-mail that is registered in Google accounts

Read & Analyze

Notify this user by email

Add

Input the user details: rudy.analytics@gmail.com

Tick the Notify User box so we will know you have completed the process.

Once done, click Add and it will grant us access to your Analytics

STEP 3 : ADD PERMISSION FOR RUDY.ANALYTICS@GMAIL.COM.

It is important if you can add anybody that you apply the correct level of access - Initially we suggest that you

1. Add permission for rudy.analytics@gmail.com
2. Click Read & Analyse as a minimum - You can also click Collaborate & Edit if you wish. **DON'T** click Manage Users
3. If you tick the "Notify this user by email" box we will know you have completed the process
Now we are set to go and will review the reports and contact you to discuss.
The process for deleting us / or anyone else is the same.

For more downloadable guides please go to www.6sm.co.uk/resources and login for your guides.

The information contained in this report is private & confidential to Six Serving Men clients