



Thirty Day Challenge 2009 – Training – Day 07

2009TDC07b: Install Analytics To Blog

Running Time: 4mins



Intro

Hi everybody, it's Guru bob, and welcome to Day 7 of the Thirty Day Challenge.

This is going to be a fairly short video – I'm just going to be pointing you towards the pre-season videos I recorded on setting up Google Analytics, and showing you how to **add your Google Analytics Code to the WordpressDirect Blog** that you should have set up on Day 6.



Note About Domain Names (from Day 05)

[Starts at 00:00:27]

Just before I move on to the screen to show you that, I just want to talk a little bit about some comments we've seen about **my domain naming videos on Day 5**.

Let me clarify:

Under no circumstances do we want you to acquire domain names that include a trademarked brand name – that is NOT something that we suggest.

The example I used in that video [LeicaDigitalCamera] – I only used that particular phrase because I had talked about the phrase on Day 2 when we were looking at keyword research principles [and Niche vs MicroNiche].

So, just to clarify, we **don't** recommend that you acquire domain names with branded and trademarked names, **unless of course, you happen to own that brand name yourself**.



Set Up Your Google Analytics Profile

[Starts at 00:01:19]



In the Pre-Season for Thirty Day Challenge, I did quite an extensive video on **setting up Google Analytics - opening up a Google Analytics Account, how to add a profile for a Web Site, and how to add that code to your Web Site**. So I'm not going to go over that again in the Thirty Day Challenge, but I am going to **direct you to where that video is**.

If you go to the **Thirty Day Challenge Training Page**, you can see at the top of the page a **link to the Pre-Season videos** (which are below the Daily Training videos). If you **click on that link**, it takes you to the bottom of the page. There you can see the **link for the lesson on Google Analytics**, and that explains how to **set up a Google Analytics Account, create a profile** in that account and add the code to your Site [you won't need this last bit – we're doing that in today's lesson – but you **DO** need to have a **Google Analytics account** and a **Site Profile for your Blog**].

Direct link to lesson [GO DO THIS NOW IF YOU HAVEN'T ALREADY SET UP GOOGLE ANALYTICS]:

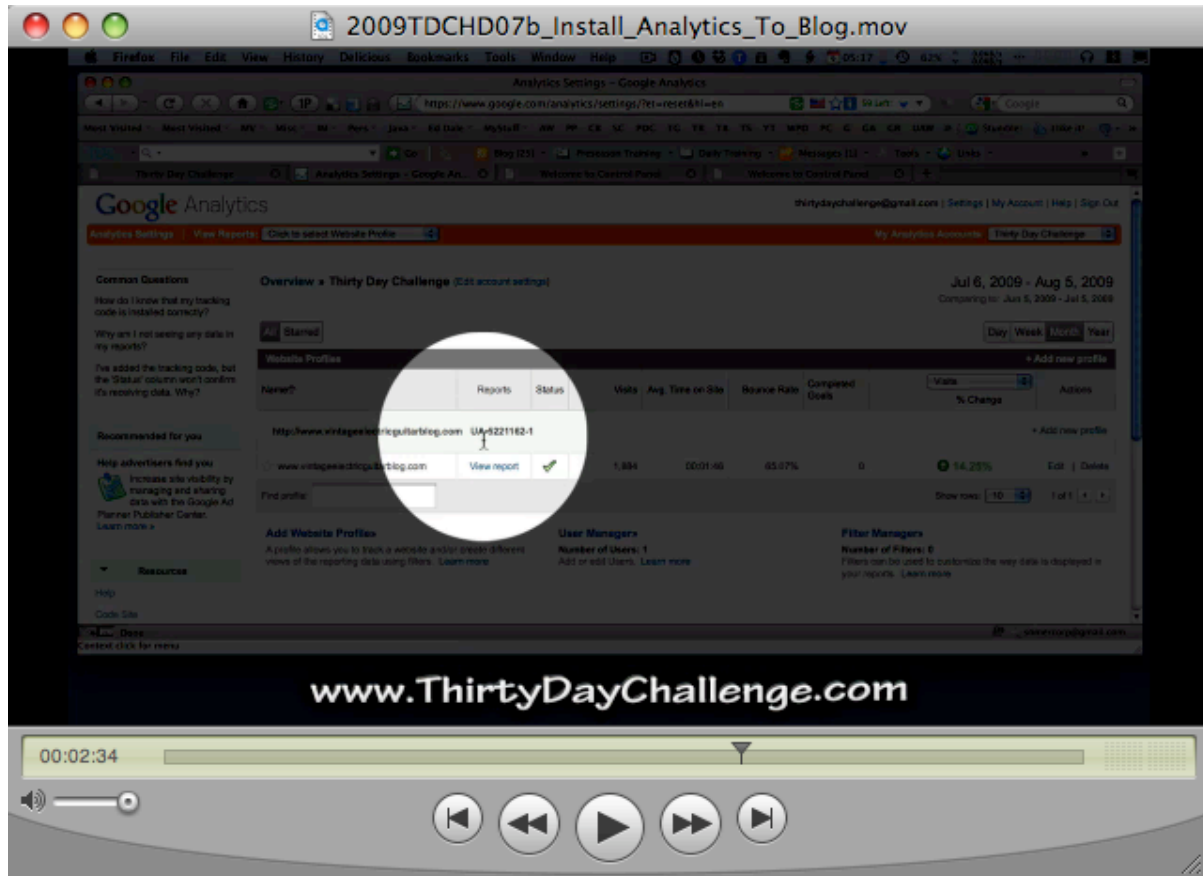
<http://www.thirtydaychallenge.com/training/preseason/googleanalytics.php>

[For today's lesson, you will need to **follow the instructions in the video** to **set up an account and set up a Profile** - use the **Domain Name** that you **used for your Blog**. **Once you have the Analytics ID for your new Site Profile, move to the next step** in today's lesson]



Copying Your Google Analytics Profile ID

[Starts at 00:02:06]



Once you have been through the instructions in that video, you will have your site all set up inside of Analytics. What we are really interested in is the code – the specific Analytics Code that relates to that Site.

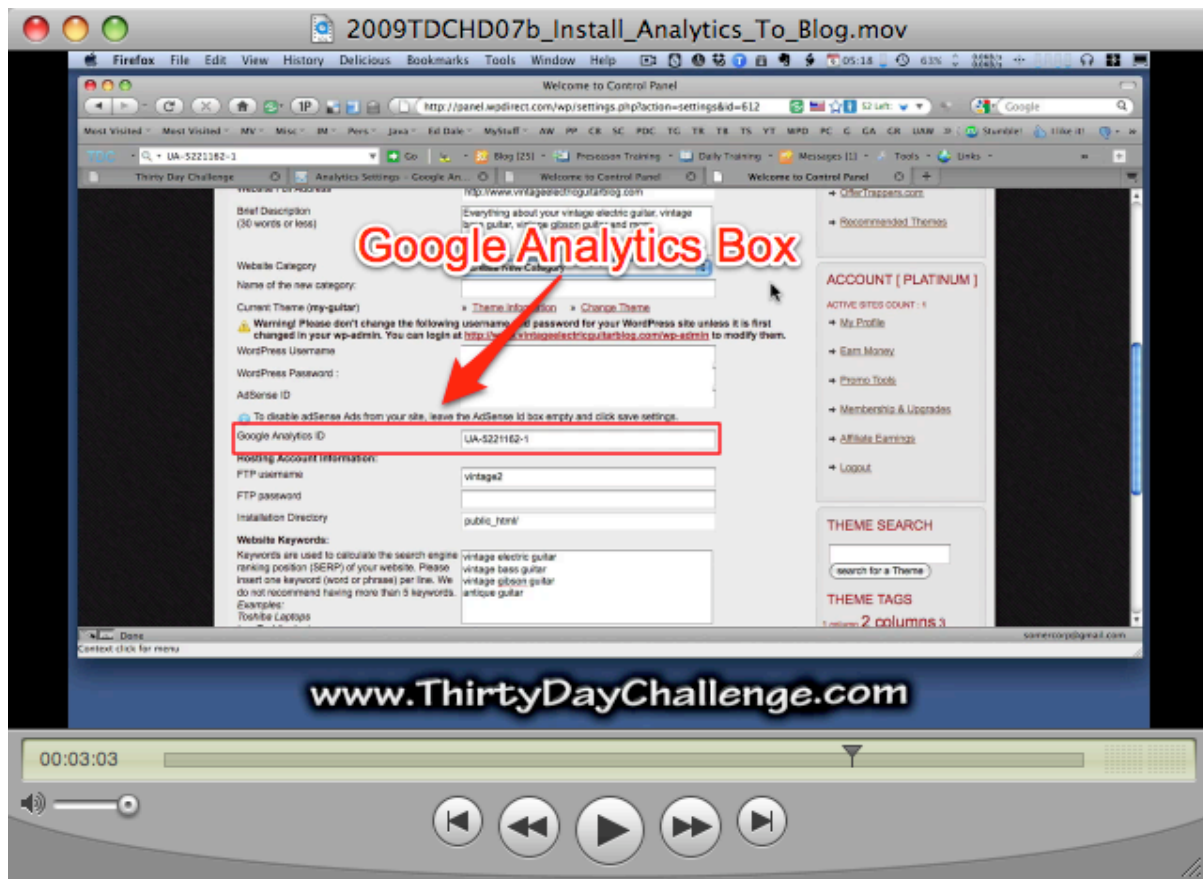
You can see I've logged in to the Thirty Day Challenge Analytics account, and you can see that we've got the Blog that we did for last year's Thirty Day Challenge. The code that I'm interested in is the code that starts **UA-** and then a number.

So, what I would do is select that code, and just copy that to the clipboard.



Adding Your Google Analytics Profile ID to Your Blog

[Starts at 00:02:43]



Log in to WordpressDirect (I'm logged into the Thirty Day Challenge WordpressDirect account, where I've got our Blog).

Click on **Show Options** [link to the right of the Web Site Name] and then click on the **Settings** button – that will take you into the settings for that Web Site.

Inside the Settings for that Site, you can see the area that we are interested in is the **Google Analytics ID**.

If you followed Marty's instructions from **Day 06**, you'll have left **the dummy code** in there when you installed your Blog. Now you're going to **replace** that with the code that you just **copied** from your Google Analytics account (the **UA-** number).

[Deletes dummy number from Google Analytics box and **pastes** correct **UA-** number in]

Then go **down to the bottom of the Setting Page** and click **Save Website Settings** button, and you are done!



Wrap Up

[Starts at 00:03:39]

Now, one thing to know about Google Analytics is that **has a 24 hour delay**. So you won't see the traffic you get on a particular day until **the day after**.

Well, that was it for Google Analytics, short and sharp. Go and watch the Pre-Season video and then just add this code in and you're good to go.

I'll speak to you soon in another video on Day 7.

Summary:

Set Up Google Analytics

- Watch the Pre-Season Video on Google Analytics:
 - o <http://www.thirtydaychallenge.com/training/preseason/googleanalytics.php>
- Create a **Google Analytics account** (if you don't already have one)
- Create a **Web Site Profile** for your Blog
- **Copy** the **UA- Number** (Profile ID) to the clipboard

Add Your Google Analytics Profile ID to Your Blog

- **Log in** to WordpressDirect
- Go to the **Settings** page for your Blog
- **Paste** the **UA- Number** into the **Google Analytics ID** box
- Click **Save Website Settings** button

Links:

Google Analytics PreSeason Lesson -

<http://www.thirtydaychallenge.com/training/preseason/googleanalytics.php>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Market Samurai Support - <http://www.noblesamurai.com/support/>

Wordpress Direct - <http://30dc.wpdirect.com/>

Wordpress Direct Support - <http://www.wpdirect.com/support>