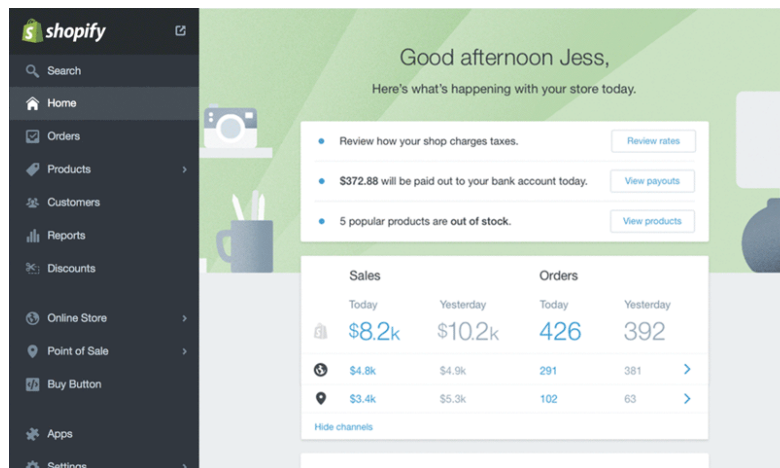


How to add Google Analytics to a Shopify Store

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: ~15-30 minutes



Goal: To add Google Analytics to a Shopify store and verify that it is working properly.

Ideal Outcome: Google Analytics is properly added without any technical issues.

Prerequisites or requirements: None.

Why this is important: Google Analytics is the most popular tool to measure website data to gather visitor insights. With it, you will be able to know the amount of traffic you are getting, and how your visitors are behaving inside your website.

Where this is done: In Shopify's Admin Panel and Google Analytics.

When this is done: Only once—the first time you install Google Analytics.

Who does this: The person responsible for website management, or analytics.

□ **SOP Update: Google Analytics 4**

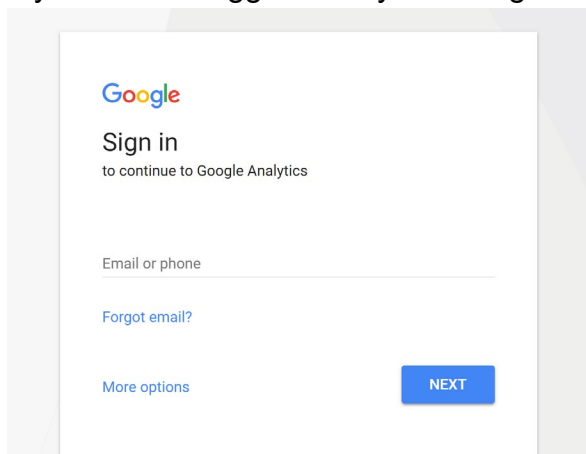
On July 1, 2023, standard Universal Analytics properties will no longer process data. You'll be able to see your Universal Analytics reports for a period of time after July 1, 2023. However, new data will only flow into Google Analytics 4 properties.

We've updated this SOP to reflect the latest change in Google Analytics, before starting this SOP select one of the following:

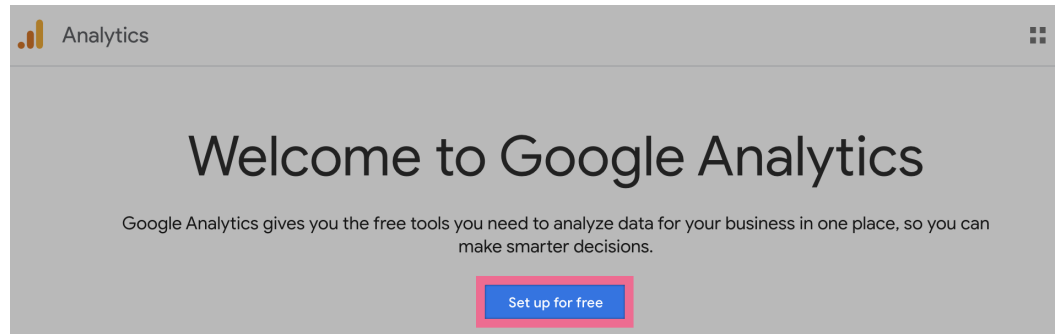
- If you're using a Google Analytics 4 property then follow the SOP highlighted in [Add Google Analytics 4 tracking code to your Shopify Store](#).

□ **Create and set up a Google Analytics Account**

1. Go to <https://analytics.google.com/>
2. If you are not logged in to your Google account you will be prompted to log in:



3. If you are already logged in to your Google Account but you don't yet have a Google Analytics account, you will want to create one now by pressing "Sign Up":
 - a. **Note:** *Your Google Account can be used for multiple Google services (e.g. Gmail, Adwords, Analytics, etc) but you still have to sign up individually for each service.*



4. You will now be prompted to fill-in information about your website:

1 Account setup

Account details

Account name (Required)
Accounts can contain more than one tracking ID.

My Emoji Website

Account Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

☒ Google products & services
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is

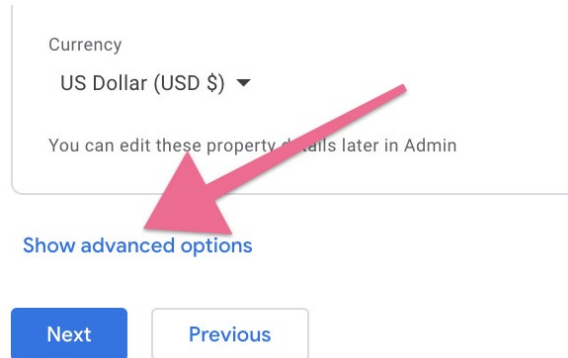
- a. **Account Name:**
 - i. If you want to manage multiple websites under this account you might want to have a name here that applies to all websites.
 - ii. If you only have one website you might want to type the name of your website, or your business
- b. **Account Data Sharing Settings:** Optional data-sharing settings that you can opt-in or out of.

5. Click "Next"

- a. **Property Name:** Write a name that will easily identify the exact website you'll be tracking. You can even enter the URL of your website If you wish.
- b. **Reporting Time Zone:** Select the Time Zone that you would like to see being used in your reporting. Usually, this will be the time zone where most of your visitors are located.

- c. **Currency:** If your website handles transactions, this is where you should select the currency your website uses.

6. Click “Show advanced options” (⚠ Important Step)



Currency
US Dollar (USD \$) ▼

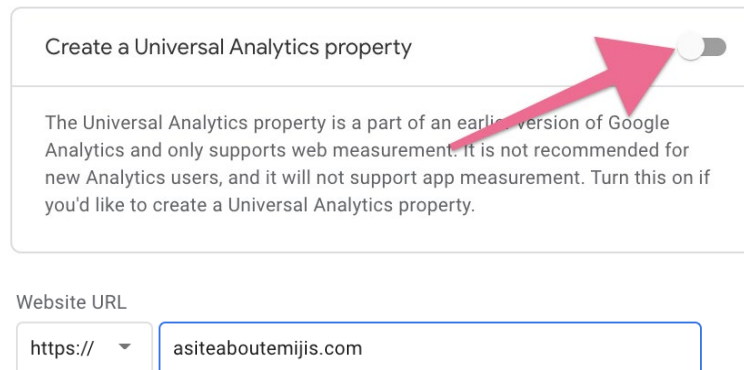
You can edit these property details later in Admin

[Show advanced options](#)

[Next](#) [Previous](#)

7. Click “Create a Universal Analytics property” and enter the following options:

[Hide advanced options](#)



Create a Universal Analytics property

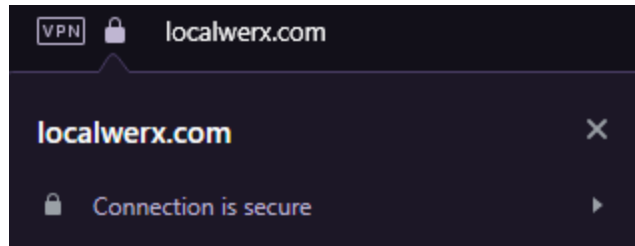
The Universal Analytics property is a part of an earlier version of Google Analytics and only supports web measurement. It is not recommended for new Analytics users, and it will not support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL

[https://](#)

- ☒ **Create both a Google Analytics 4 and a Universal Analytics property**
This will create two properties with connected site tags, so you only need to tag your website once. [Learn more](#)
- ☒ **Enable enhanced measurement for Google Analytics 4 property**
Automatically measure interactions on your sites in addition to standard screen view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

- a. **Website URL:** Select the right protocol for your website (http:// or https://):
- If you don't know what your website's protocol is type your website URL in Google Chrome starting with “https://” (e.g. [“https://localwerx.com”](https://localwerx.com))
 - If you see a green padlock before the URL appearing, it means you should select “https://”



2. If instead you see a red padlock and a “Not Secure” message appearing, you will want to select “http://”



- b. **Create both a Google Analytics 4 and a Universal Analytics property:**
Select this option.
 - i. Enable enhanced measurement for Google Analytics property: Yes
- c. **Industry Category / Business Size / How do you intend to use Google Analytics:** Select the ones that apply. Don't worry, this will not have a direct impact on your tracking and is an optional field. It is used by Google to help them improve Google Analytics and compile industry averages.

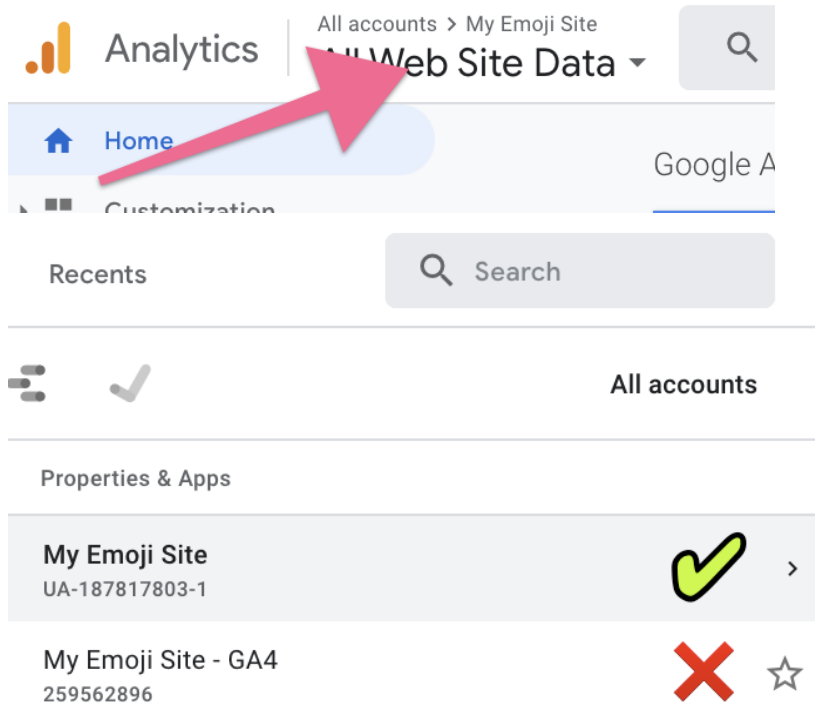
8. Scroll down to the bottom and click on: “Create”:

☐ Measure lead generation
☐ Other

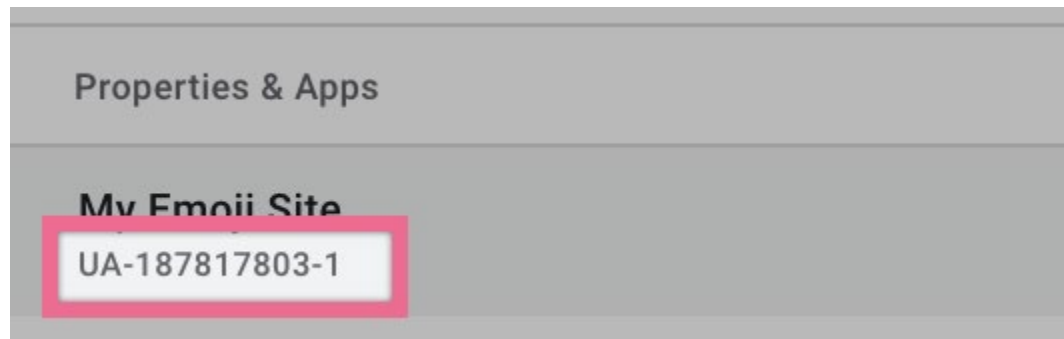
9. Read and accept the Terms & Conditions:

☒ I accept the Measurement Controller-Controller Data that I share with Google.

10. You will be sent to the Google Analytics account you've just created. On the top left corner select your Universal Analytics property (Not the GA4 property):



Note: In addition to the “GA4” at the end of the Property name (indicating the Google Analytics 4 property), you can also identify your Universal Analytics property by noticing the ‘UA-’ prefix in the Property ID below it’s name:



11. Take note of your Google Universal Analytics tracking ID, you will need it for the next steps. This ID will be a code that starts with “UA-”.

☐ Adding your first views

Note: If you have just created your Google Analytics account you will notice you now have one view named “All Web Site Data”. This is alright if you are sure you will not be doing any customizations on your Google Analytics properties.

However, we recommend that you create 3 additional views:

- **Main View:** This is your go-to view. This is where you will be doing all your analysis and should be working flawlessly. All customizations to Google Analytics should have already been properly tested in the Staging View as not to affect this view's data.
- **Staging View:** This is your Google Analytics sandbox. If you want to test something new but are unsure how it will affect your data (e.g: creating a new filter) you will want to do it here and give it a few days before migrating the changes to the Master View.
- **Unfiltered View:** This view will be left untouched no matter what. No customizations whatsoever will be done to this view.

With this structure, you will always have a way to recover lost data in case something goes wrong. The unfiltered view will always have all your data. And the "Main View" will have all your filters properly applied.

1. Go to your Google Analytics Admin page by clicking [here](#).
2. If you have multiple Analytics accounts make sure the right account and property is selected:

ACCOUNT

My Emoji Websites

PROPERTY

asiteaboutemojis.com

3. Under "View" click on the dropdown box and select "Create a new view":

VIEW

All Web Site Data

Search

All Web Site Data

Create new view

Using 1 out of 25

4. Insert the view details:
 - a. **Note:** Make sure you select the same "Reporting Time Zone" you have selected for the other views.

What data should this view track? _____

Website

Mobile app

Setting up your view _____

Reporting View Name

Unfiltered View

Reporting Time Zone

United States (GMT-07:00) Pacific Time

This property has 1 view. The maximum is 25.

Create View

Cancel

5. We're now going to create the Staging View. To do that, select the "All Web Site Data" from the dropdown. And click on "View Settings":

 View Settings

6. Click "Copy View"

View Settings

Copy view

Move to rubbish bin

Basic Settings _____

View ID
163216311

View Name

All Web Site Data

Website's URL

https:// asiteaboutemojis.com

7. In the "New view name" field type "Staging View", and click "Copy View":

Copy view

Copying view **All Web Site Data**. Please enter a name for the new view.

New view name

Staging View

This property has 3 views. The maximum is 25.

Copy view Cancel

8. You should now have these 3 views:

VIEW

Unfiltered View

Search

All Web Site Data

Staging View

Unfiltered View

Create new view Using 3 out of 25

9. All we need now is to rename the original view and we'll be done. To do it, select the "All Web Site Data" view.

10. Click on "View Settings":



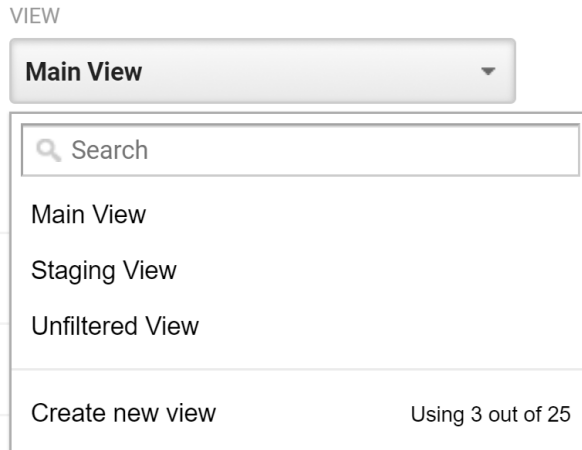
View Settings

11. Click on "View Settings" and rename the view name that will now be your "Main View" and hit "Save":

View Name

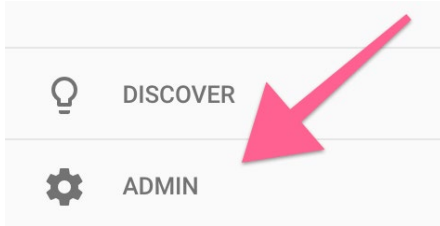
All Web Site Data

12. You should now be able to see your first three views:

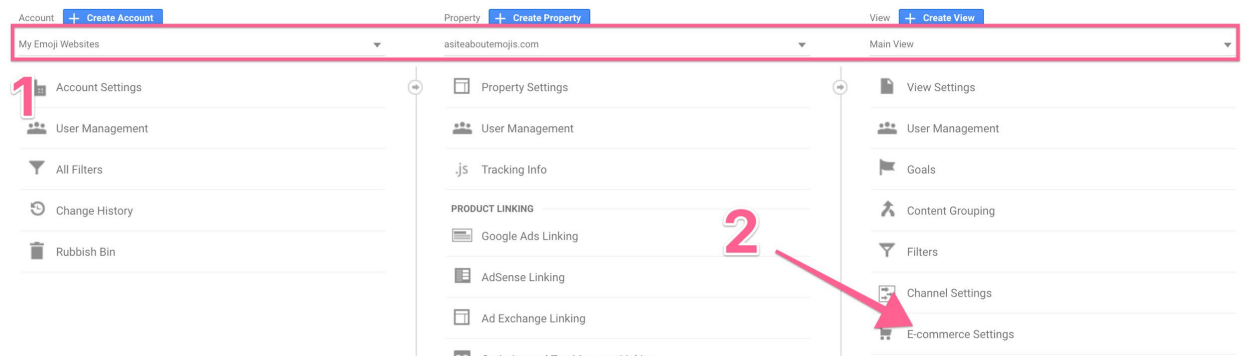


● Enable E-commerce and Enhanced E-commerce tracking

1. Inside your Google Analytics account, on the sidebar, click “Admin”



2. Make sure you’ve selected the right **Account**, **Property**, and **View** on the top → Click “E-commerce Settings”.
 - a. **Note:** If you’ve followed the previous chapters of this SOP you should have now 1 Account, 1 Property, and 3 Views. Remember to first add the new settings to your **Staging View**. After you’ve confirmed everything is working great, you’ll replicate those on your **Main View**.



3. Toggle “Enable E-commerce” and “Enable Enhanced E-commerce Reporting”:

E-commerce setup

Enable E-commerce

Use the E-commerce developer ref:

 OFF

Save

Cancel

- Click 'Save':

Save

- That's it! You'll see a "Success" message on the top and your Google Analytics View will now have E-commerce data once you add the Google Analytics code to Shopify.

Success.

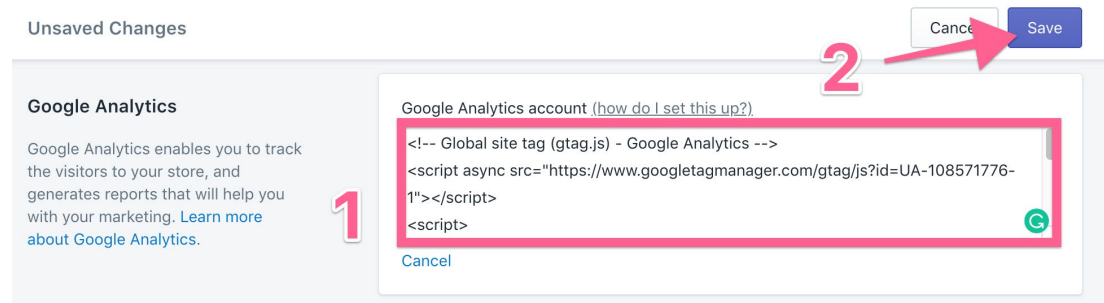
● Adding the Google Analytics tracking script to your Shopify Store

- On your Shopify Admin Panel, click "Online Store" → "Preferences" → You will find an input box to enter your Google Analytics code:

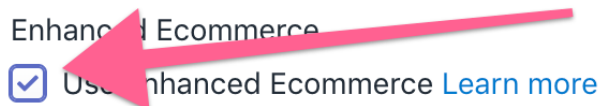
The screenshot shows the Shopify Admin Panel interface. On the left sidebar, the 'Online Store' menu item is highlighted with a red arrow and a red '1'. The main content area shows the 'Google Analytics' section, which has a red '2' and a red box around the input field for the Google Analytics code. Below this is the 'Facebook Pixel' section. The 'Password protection' section is visible at the bottom.

- Paste [your Google Analytics tracking code](#) there, and click "Save";

- a. **Note:** If you don't know where to find your Google Analytics tracking code, you can find it inside your Google Analytics account by clicking "Admin" and then "Tracking Code".



3. Tick "Use Enhanced Ecommerce", and click "Save" again.



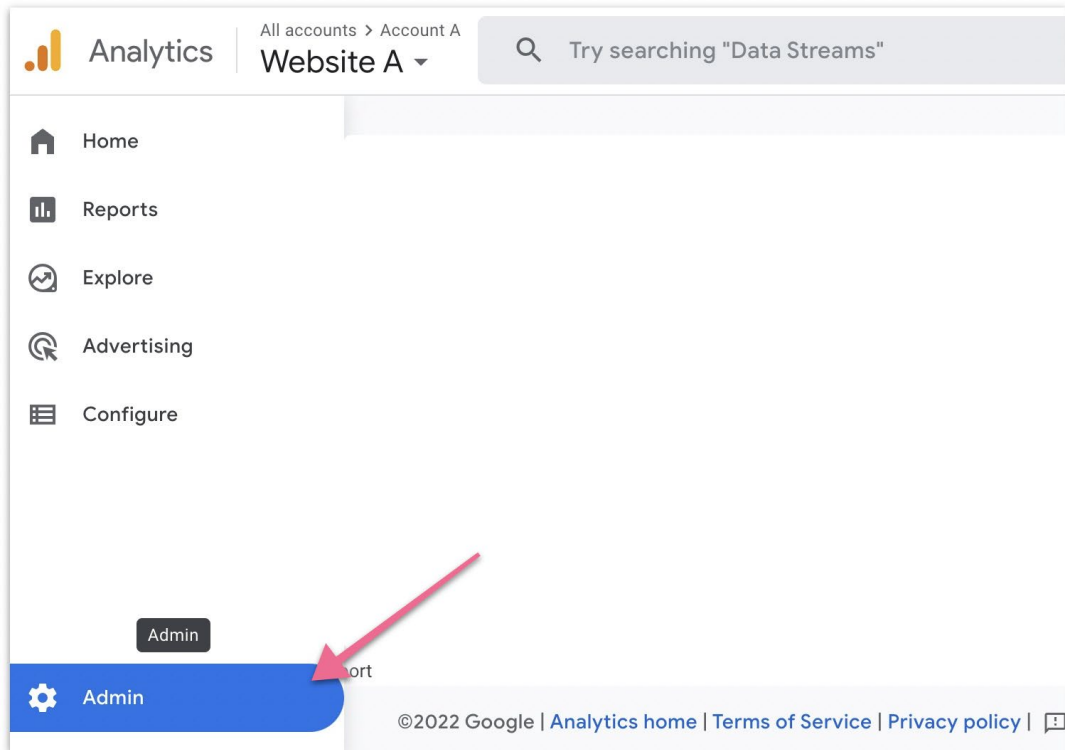
4. That's it! You're now tracking your Shopify Store with Google Analytics.

☐ Add Google Analytics 4 tracking code to your Shopify Store

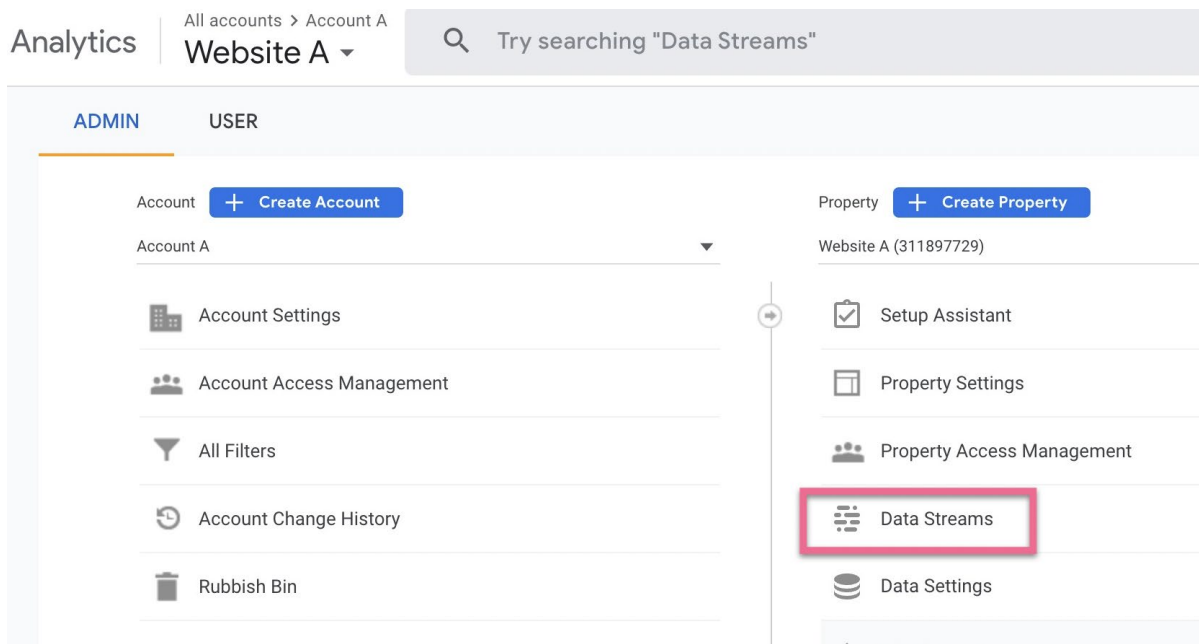
The following SOP walks you through how to add and verify GA4 tracking code on your Shopify store.

☐ Retrieve Google Analytics 4 tracking code

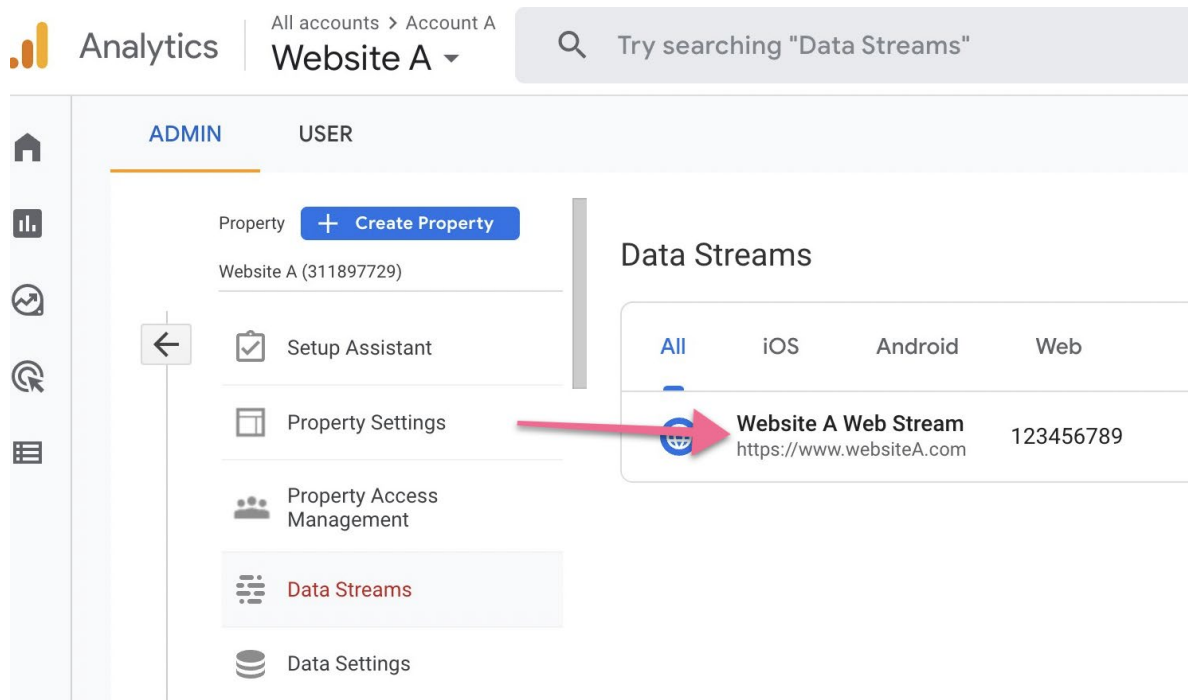
1. Login to your [Google Analytics account](#).
2. Click "Admin".



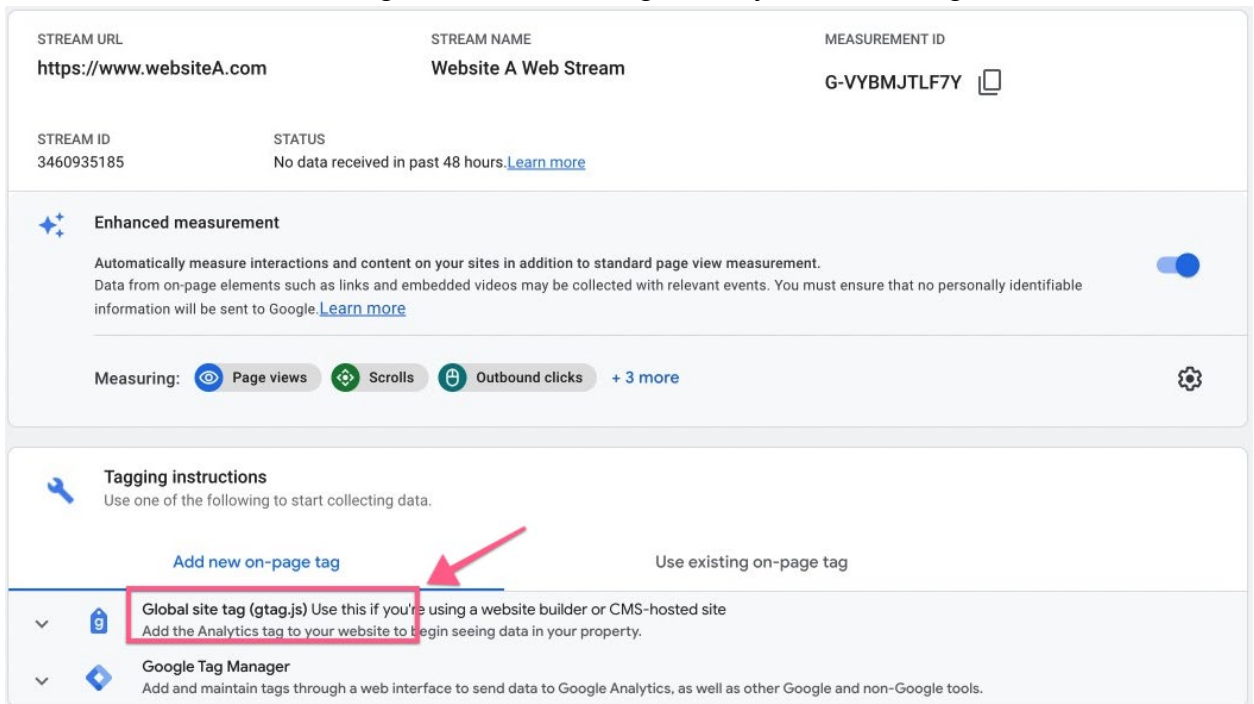
3. Make sure you've selected the correct property (website) and select "Data Streams".




4. Select your website that you want to implement Google Analytics 4.



5. Click on the “Global site tag” to view the Google Analytics 4 tracking code.




6. Click the copy icon to copy the Google Analytics 4 tracking code.

 **Global site tag (gtag.js)** Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

Copy the global site tag into the **<head>** section of your HTML. Or, if you use a website builder (such as GoDaddy, Shopify or others), tag your website using [these instructions](#).

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

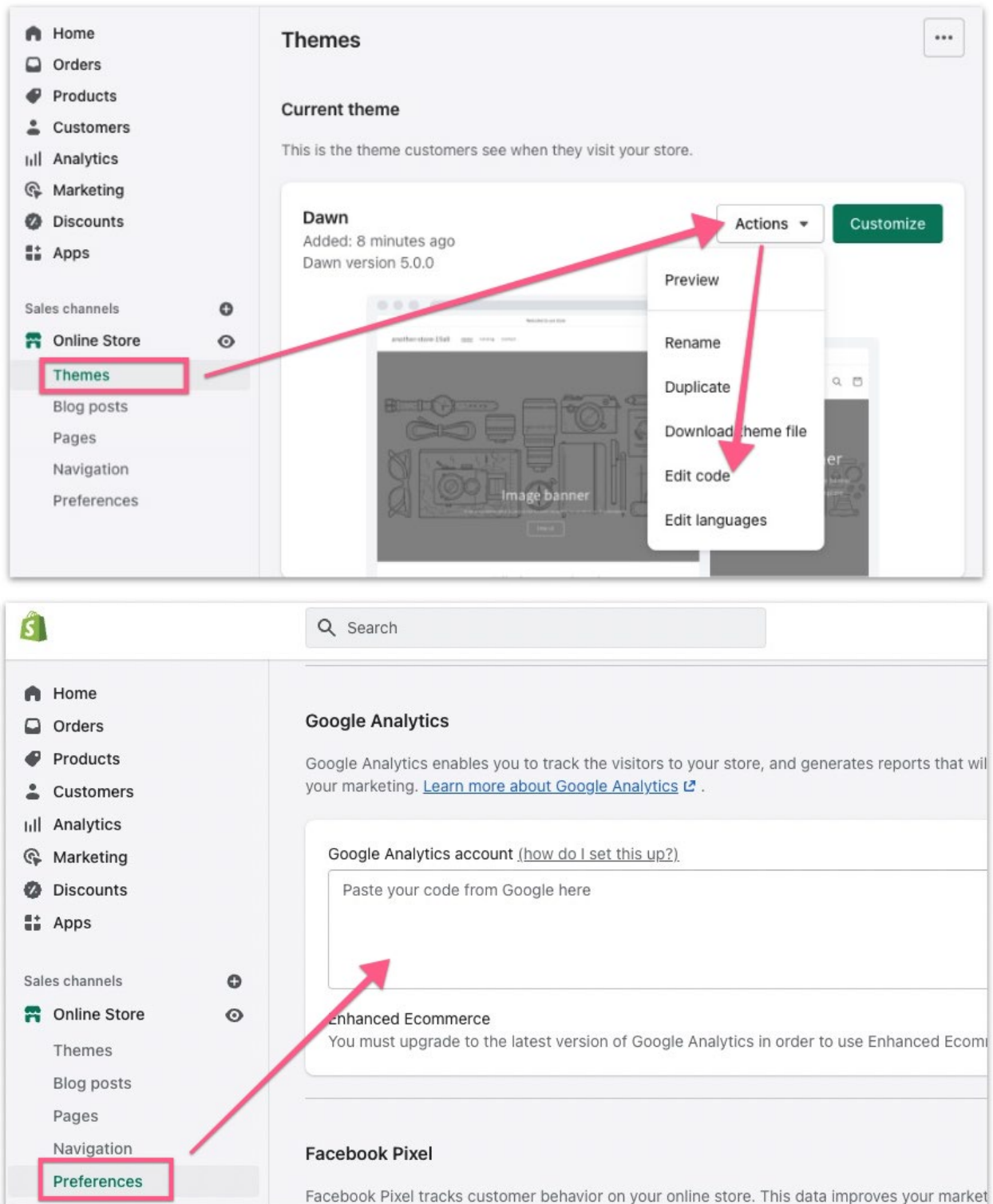
  gtag('config', 'G-VYBMJTLF7Y');
</script>
```



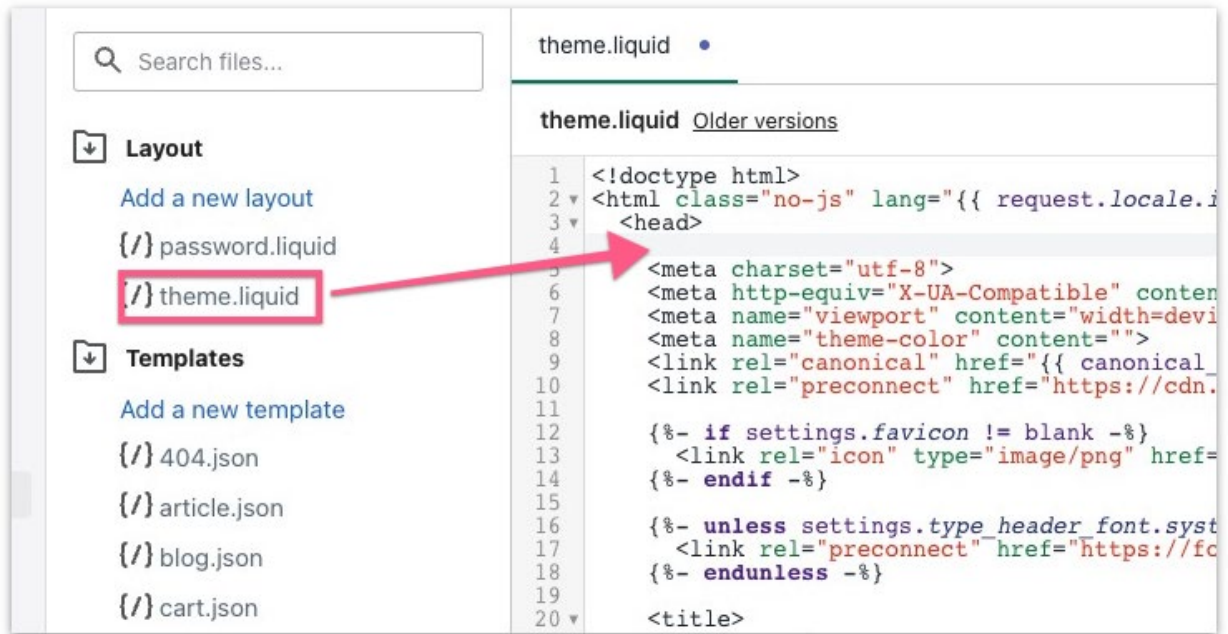
7. You can paste it in a text editor or notepad for now. You will need this later.

● Adding the Google Analytics 4 tracking code to your Shopify Store

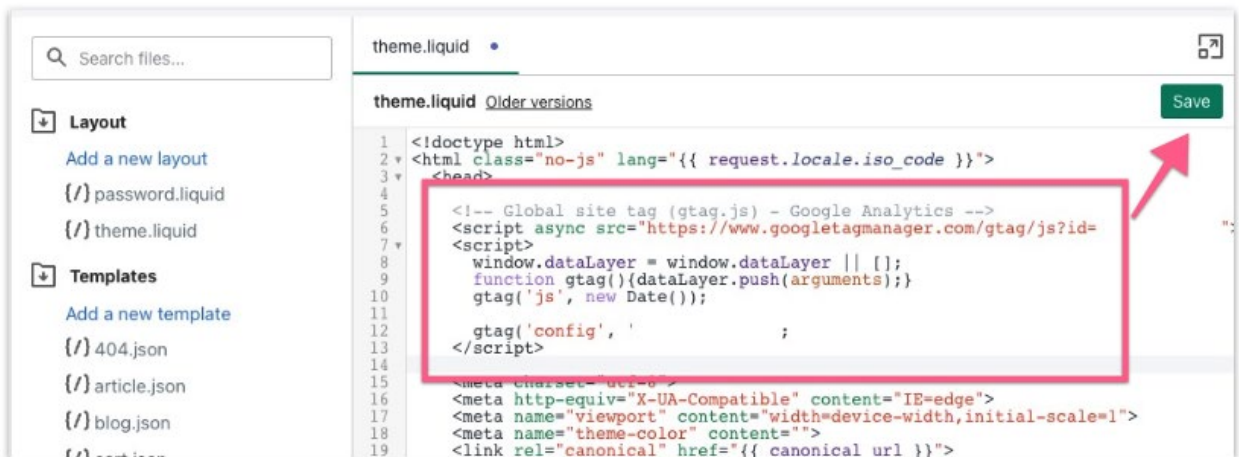
1. Login to your [Shopify store](#).
2. On your Shopify Admin Panel, click “Online Store” → “Themes”. Then click the “Action” drop down menu and click “Edit code”.



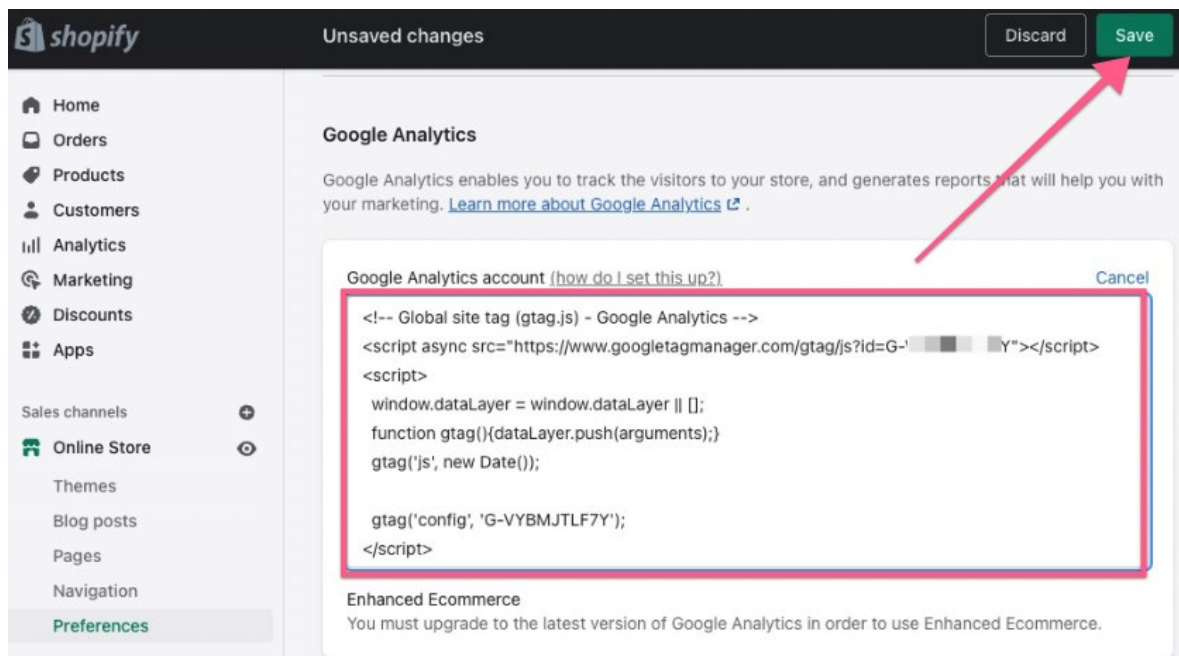
3. Click “theme.liquid”, and paste your Google Analytics 4 tracking code (that you copied earlier) right after “<head>”.



4. This is what it looks like after you've pasted the code.



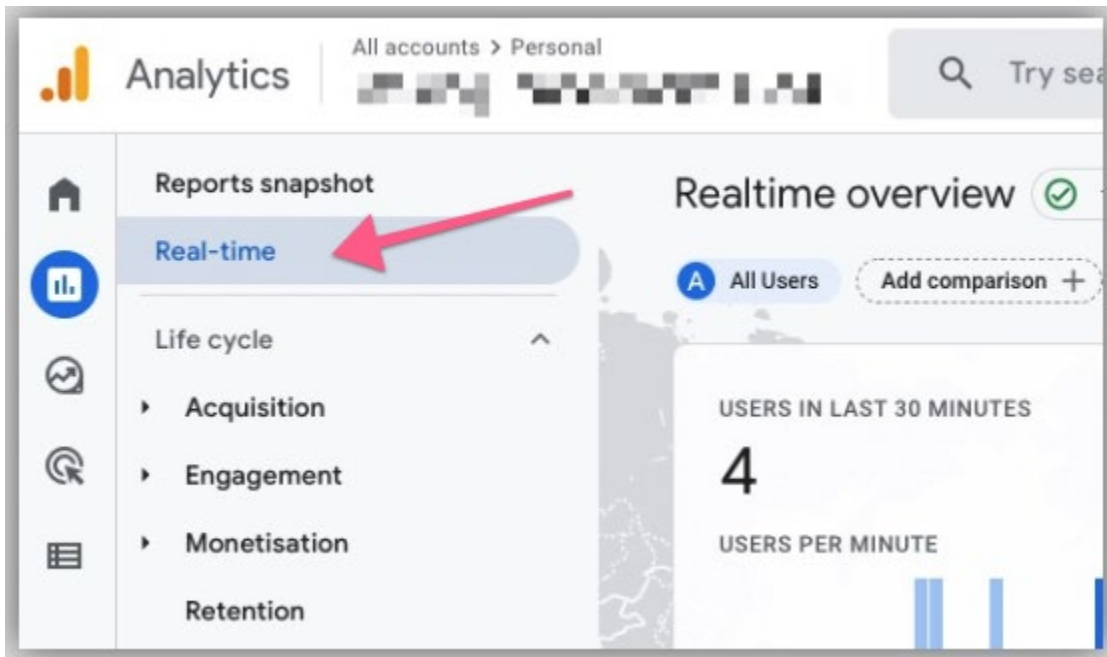
5. Then click "Save".



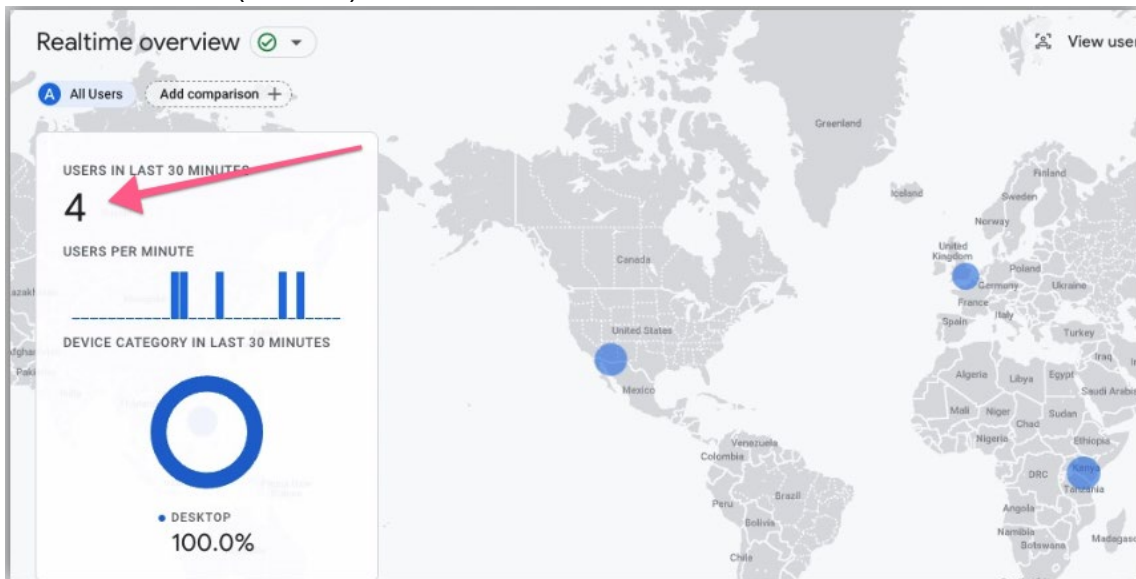
6. That's it! You've now added the Google Analytics 4 tracking code to your Shopify store.

☐ **Verify your setup inside Google Analytics 4**

1. To test if the tracking code works, login to your [Google Analytics 4 account](#).
2. You will be taken to your account dashboard.
3. Head to the real-time report under Report → Real-time



4. You should see (at least) 1 active user on the website.



5. Verify the country where the user is from (it should be where you are currently located).
6. If you see user activities on your real-time report, then you can confirm the Analytics 4 has been implemented successfully.