HOW TO LOG INTO YOUR GOOGLE ANALYTICS ACCOUNT

Google Analytics is the best analytics platform for tracking your website performance. It is one of the many free tools that Google provides to help you understand what your site visitors are doing.

FROM PMW



I HAVE GOOGLE ANALYTICS SET UP, How do I access it?

There are multiple ways to log in to your Google Analytics account. **If you have** already received the email, 'You have been granted access to a Google Analytics account' you can log in here:

LOGIN TO MY GOOGLE ANALYTICS ACCOUNT

If you have not already, you will be receiving an email directly from Google Analytics specifically noreply-analytics@google.com. This email will be granting you access to your Google Analytics account. <mark>Please note, you must have a gmail email address in order to be</mark> granted access to your Google Analytics.

Don't forget to check your spam if you have not already received this email! Please add noreply-analytics@google. com as an email contact reports.

If you already have a Google Analytics account from your previous website, please grant pmw.analytics@kohva.com admin access to your account. Please do not create an analytics account if you do not already have one!

01 CLICK THE LINK IN THE EMAIL

To get started, click the link in the email to access your Google Analytics account.

From here, you will be brought to your Google Analytics account. **We recommend bookmarking this link so you have easy access later on.**

Here is what the email looks like:

	You have been granted access to a property in Google Analytics account $\sum moox \infty$			0	Ø
•	noreply-analytics@google.com to me マ Hello,	12:51 PM (0 minutes ago)	☆	•	:
	New want to alert you that you have been granted the following access: Read & Analyze to the "Alborz Real Estate Company (UA-120812685-1)" property of the Google Analytics account by pmw.webmaster@kohva.com. Please log in to Analytics at <u>http://analytics.google.com/analytics/web/</u> to access this account. Sincerely, The Google Analytics Team This message was sent from a notification-only email address that does not accept incoming email. Please do not reply to this message.				

02 YOUR GOOGLE ANALYTICS DASHBOARD WILL LOOK SOMETHING LIKE THIS - CLICK THE CUSTOMIZATION TAB:

Analytics All Web Site Data -	Q Try searching "Week over Week Growth of Sessions"		📌 ∷ 0 :
A Home	Google Analytics Home		
Customization			~••
REPORTS	Users Sessions Bounce Rate Session Duration	Active Users right now	'Lakewood Property Management' is a low-performing
• ③ Realtime	86 92 55.43% 1m 21s 15.7% 125.2% 18.2% 126.5%	0	keyword Jul 1 - 31,2021
Audience		Page views per minute	
> 🄄 Acquisition	30	Page views per minute	10.43% of sessions use this keyword. You may want to put more of your budget toward promoting this keyword.
Behavior			Metric This Paid All others
🕨 🎮 Conversions 🤊	20		Keyword
2		Top Active Pages Active Users No data available	Bounce Rate 77.27% 63.49% Arg. Session 00.00.07 00.00.53 Duration Image: Construction of the second se
	0		Was this insight helpful?
	27 28 29 30 31 01 02 Jul Aug		
	Last 7 days 👻 AUDIENCE OVERVIEW 🗦	REAL-TIME REPORT	MORE INSIGHTS
	How do you acquire users?	Where are your users?	When do your users visit?
	Traffic Channel Source / Medium Referrals	Sessions by country	Users by time of day
	25	Tally is the	12am

From this tab, you will see the Google Ads and/or Website reporting dashboards. These reports have been put together specifically with the metrics that are important to you as a Property Manager.

You will receive a monthly Google Analytics report on the first of every month. This report will go over your overall website traffic month over month. Please note, you are not required to have a gmail email address to receive the monthly report. You only have to have a gmail email address to log in to your Google Analytics account.

HOW TO READ MY GOOGLE ANALYTICS REPORT



If you have any questions accessing your Google Analytics Account or need help granting PMW access, please contact customer support!

support@propertymanagerwebsites.com