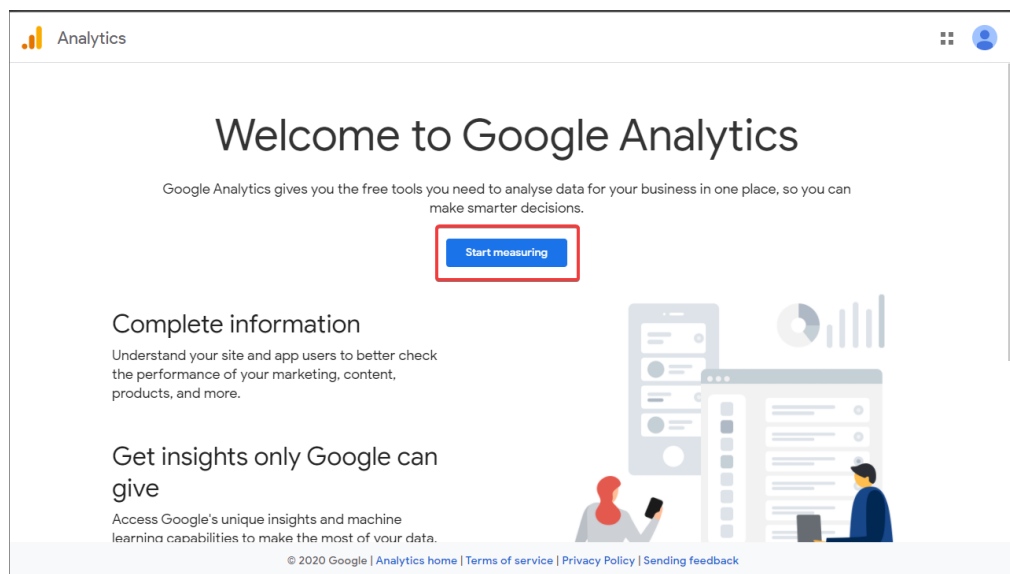


## How to track website statistics with Google Analytics

Omar S. - 2023-09-27 - Website Settings

ClubRunner has built-in Google Analytics tracking to help you gain insight into your website traffic. All you need to do is signup with a free Google account and it will allow you access to advanced data about your ClubRunner website. We do recommend setting up a Google account just for your club so that management of the account can be passed on easily. As a note you can add others to be able to view the analytics

1. You will need to go to [www.google.com/analytics](https://www.google.com/analytics) and click on the **Sign into Analytics** link.
2. After logging in you'll be presented with the following screen, and you will want to click on **Start Measuring**.



3. This will lead you to the setup page for a new account, where you'll need to enter a name for your Google Analytics account (we recommend using your Club's name), and select some Account Data Sharing Settings. None of these Data Sharing Settings are required and can be changed any time in the future.

1 Account setup

Account details

Account name (Required)

Accounts can contain more than one tracking ID.

ClubRunner

Account Data Sharing Settings ⓘ

Data that 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** RECOMMENDED  
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best-in-class Intelligence and Insights services, maintain critical Spam Detection services that benefit all linked products and users and offer [Enhanced Demographics and Interests reporting](#) when [Google signals](#) is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
- ☒ **Benchmarking** RECOMMENDED  
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it's shared with others. [Show Example](#)
- ☒ **Technical support** RECOMMENDED  
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists** RECOMMENDED  
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so that they can find ways to improve your configuration and analysis, and share optimisation tips with you. If you don't have dedicated sales specialists, give this access to authorised Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You have access to 98 accounts. The maximum is 100.

Next

4. Click **Next** to begin setting up a **Property**, which will be used to track your website's traffic.

5. Enter in a **Property name** and select your Time Zone and Currency, then click **Next**.

Account setup

2 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)

\*Navigate to your [Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

ClubRunner

Reporting time zone

United Kingdom (GMT+00:00) GMT

Currency

British Pound (GBP £)

You can edit these property details later in Admin

Show advanced options

Next Previous

6. You will then be prompted to provide some Business Information regarding your website. This step is optional and can be skipped by clicking on the **Create** button.

3 About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Select one ▼

Business size

- ☐ Small – 1 to 10 employees
- ☐ Medium – 11 to 100 employees
- ☐ Large – 101 to 500 employees
- ☐ Very Large – 500+ employees

How do you intend to use Google Analytics with your business? (Tick all that apply)

- ☐ Measure customer engagement with my site or app
- ☐ Optimise my site or app experience
- ☐ Measure data across multiple devices or platforms
- ☐ Optimise my advertising cost
- ☐ Increase my conversions
- ☐ Measure content monetisation
- ☐ Analyse my online sales
- ☐ Measure app installs
- ☐ Measure lead generation
- ☐ Other

Create

Previous

7. This will prompt you to Accept the Google Analytics Terms of Service Agreement. Make sure to select the correct country, read the terms of service agreement and then click **I Accept**.

**Google Analytics Terms of Service Agreement**

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

**United States** ▼

*"Customer Data" or "Google Analytics Data"* means the data you collect, process or store using the Service concerning the characteristics and activities of Visitors.


*"Documentation"* means any accompanying documentation made available to You by Google for use with the Processing Software, including any documentation available online.

*"GATC"* means the Google Analytics Tracking Code, which is installed on a Property for the purpose of collecting Customer Data, together with any fixes, updates and upgrades provided to You.

*"Hit"* means the base unit that the Google Analytics system processes. A Hit may be a call to the Google Analytics system by various libraries, including, Javascript (e.g., analytics.js), Silverlight,


**I Accept** **I Do Not Accept**

8. Once you click "I Accept", you will be asked to select which platform you would like to start collecting data for. Select **Web**.





**Start collecting data**


To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#) 

Choose a platform

☒  **Web**

☐  **Android app**

☐  **iOS app**

9. A window will appear to set up a data stream. Enter your ClubRunner **Website URL**, **Stream Name** and then click the **Create stream** button.

Set up your web stream

Website URL:

Stream name:

**Enhanced measurement**  
 Automatically measure interactions and content on your sites in addition to standard page 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](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks [+ 4 more](#)

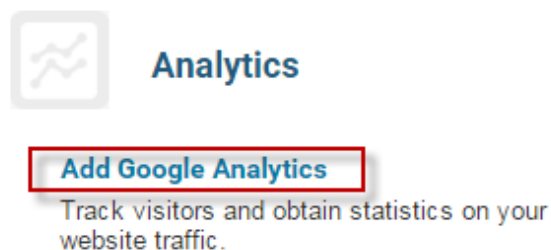
[Create stream](#)

10. You will then be prompted with your new web stream details. Copy or note down the **Measurement ID**.

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
ClubRunner Website	https://www.portal.clubrunner.ca/XXXX	[REDACTED]	[REDACTED]

11. Navigate to your ClubRunner website.
12. If you are not yet logged in, click on **Member Login**.
13. Click on the **Member Area** link.
14. Click on the **Website** tab, and then click on **Website Settings**.
15. Under the Analytics Group, click on **Add Google Analytics**.



16. On this page, paste the **Measurement ID** that we copied from Step 10, then click **Save**.

## Add/Edit Google Analytics Tracking Code

### Google Analytics

Google Analytics lets you track visitors and obtain other statistics regarding your website traffic.

Visit the [Google Analytics Sign Up](#) page to create an account and obtain your Tracking ID.

If you already have your Tracking ID, please enter it below.

(Example: G-XXXXXXXXXX).

You will need to publish your website in order for the tracking to take effect.

Login to your [Google Analytics account](#) to view your website statistics. Please note: It may take up to 48 hours after publishing your website for the statistics to display in your account.

[Cancel](#)

[Save](#)

17. Once your Measurement ID is entered into ClubRunner, the data will start to become available on Google's Analytics website. You can return to <http://www.google.com/analytics> at any time to see your Club's statistics.

#### Note

It can take 24 hours before data starts appearing after setting up your Club's tracking information.

For more information on how to use your Google Analytics account, kindly visit [Google Analytics Help Center](#).

#### Related Content

- [How to migrate from Google Universal Analytics to Google Analytics 4](#)
- [Website Designer - Settings Overview](#)