

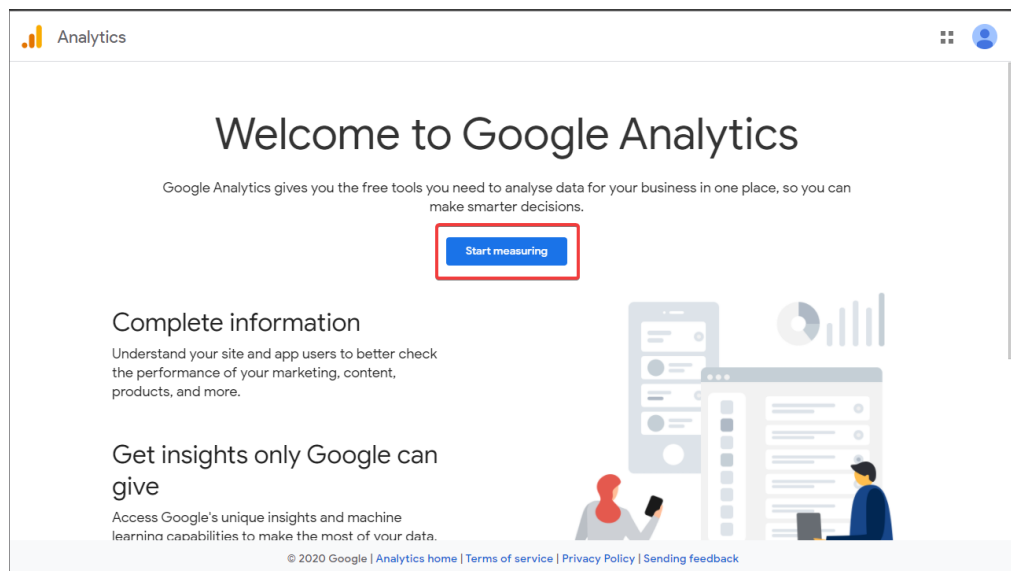
How to track website statistics with Google Analytics

Omar S. - 2021-03-09 - Website Settings

ClubRunner has built-in Google Analytics tracking to help you gain insight into your website traffic. All you need to do is sign up 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.

Note: Google has recently released an update to Google Analytics, Google Analytics 4. This version of Google Analytics is not currently supported at this time. In order to track website statistics within ClubRunner, **Universal Analytics** should be used.

1. You will need to go to www.google.com/analytics and click on the **Sign in to 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

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. Click **Show Advanced Options**

Account setup

2 Property setup

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Show advanced options

Next Previous

7. Enable the **Create a Universal Analytics property** option by clicking on the toggle button and entering in your Website URL

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 isn't recommended for new Analytics users, and it won't support app measurement. Turn this on if you'd like to create a Universal Analytics property.

Website URL
https:// www.clubrunner.ca

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](#)

Create a Universal Analytics property only

Next Previous

8. After entering your Club's website URL, select the **Create a Universal Analytics property only** option and click **Next**

Hide advanced options

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Create a Universal Analytics property only

Next Previous

9. 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

10. 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**.





11. Once you click I Accept, you'll be presented with the **Tracking ID** page, this is what ClubRunner needs to allow Google Analytics on your site. In the screenshot below you can see the **Tracking ID** highlighted. Highlight the **Tracking ID** on the page, right click and copy it. After highlighting you can also use keyboard shortcuts like CTRL + C / COMMAND + C

Tracking ID	Status
UA-XXXXXXXX-1	No data received in past 48 hours. Learn more

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

12. Navigate to your ClubRunner website.
13. If you are not yet logged in, click on **Member Login**.
14. Click on the **Member Area** link.
15. Click on the **Website** tab, and then Click on **Website Designer**
16. Once the Designer page loads, click on the **Settings** icon on the Ribbon Bar
17. Under the Analytics Group, click on **Add Google Analytics**.

18. On this page, paste the **Tracking ID** that we copied from Step 7, then click Save.


Once your Tracking 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

- [Website Designer - Settings Overview](#)