



Set up analytics on your website

To connect Google Analytics to your website, choose 1 of the following methods that apply:

Option 1: Install a tracking ID through your hosting service or commerce platform

Sign in to your website builder, web hosting service, or commerce platform and paste your tracking ID into the analytics section.

UA-214515459-1



Option 2: Install a tracking tag in your website code

Paste your tracking tag before the closing </head> tag on every page of your website you want to track.



Call tracking enabled



```
<!-- Global site tag (gtag.js) - Google Analytics -->
```



```
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-214515459-1">
```

```
</script>
```

```
<script>
```

```
  window.dataLayer = window.dataLayer || [];
```

```
  function gtag(){dataLayer.push(arguments);}
```

```
  gtag('js', new Date());
```

```
  gtag('config', 'UA-214515459-1');
```

```
  gtag('config', 'AW-10821052938');
```

```
  gtag('config', 'AW-10821052938/2b-SCKUFEIrU8Kco', {
```