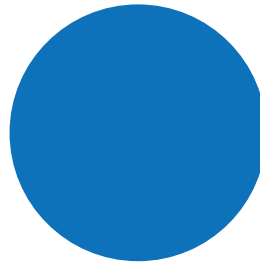


Google Analytics

Getting Started - for Insurance Agents

Agent Pipeline
AN INTEGRITY COMPANY



Google Analytics

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Google Analytics is one of the easiest ways to collect data from your insurance agency's website. Just from setting up this simple tool, you will gain a wealth of information about your website's visitors. This is one of the first steps to understanding things such as **who visits your website, what they want to see from your insurance agency, & how they behave & browse your agency's website.**

Some of the information you will be able to access in Google Analytics include:

- **Amount of traffic your site gets overall**
- **Websites your traffic comes from**
- **Individual page traffic**
- **Amount of leads converted**
- **Demographics of website visitors**
- **Whether the traffic is mobile or desktop**

The best part about it is that using Google Analytics is free.

Once you have Google Analytics set up, you will be able to track & measure your insurance agency's traffic goals and improve the ROI of your online presence. However, setting up Google Analytics for the first time can be a little tricky – but that's what this step-by-step guide is for.



Step 1: Google Tag Manager

This is a free tag management system provided by Google. It takes all of the data on your website and sends it to other platforms, including Facebook and Google Analytics.

Google Tag Manager allows you to easily update and add tags to your Google Analytics code without manually writing code. This saves you tons of time and a lot of headaches.

Say you want to see how many people clicked on a downloadable video link. Without Google Tag Manager, you would have to manually change all of the download links to do this – with it, you can add a new tag to the tag manager to track the downloads.

First, you need to **create an account on the Google Tag Manager Dashboard**

Add a New Account

- 1 Setup Account**

Account Name
e.g. My Company

Country
United States

Share data anonymously with Google and others

Continue
- 2 Setup Container**

Create Cancel

Then, **enter an account name** and **click continue**.

Google Analytics

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Next, you will **set up a container**. A container is a bucket that contains all of the “macros, rules, and tags” for your website.

Add a New Account

✓ Setup Account

Account Name My company
Country United States

2 Setup Container

Container name
e.g. www.mysite.com

Where to Use Container

Web iOS Android AMP

Create Cancel

Name the container, then select the type of content it will be associated with.

Once that’s done, **click create, and review and agree to the Terms of Service**. Then, you will get the container’s installation code snippet.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the <head> of the page as possible:

```
<!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i)(w[l]=w[l]||[]);w[l].push({'gtm.start':  
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
  j=d.createElement(s),dl=l!='dataLayer'?&l='':l;j.async=true;j.src=  
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
})(window,document,'script','dataLayer','GTM-KTVW6QC');  
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening <body> tag:

```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-KTVW6QC"  
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>  
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK

Google Analytics

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This code is what you will paste into your website's back end to manage your tags. To do so, **copy and paste the two snippets of code onto every page of your website.** As noted in the instructions, the first goes in the header and the second after the body opening.

If you use WordPress, do this by pasting the two pieces of code into your WordPress theme. Now, we will move on to the next step.

Step 2: Set Up Google Analytics

Like Tag Manager, you will create a Google Analytics account by signing up.

Enter your agency and website name, as well as your insurance agency's website URL. Be sure also to select the industry category as well as the correct time zone.

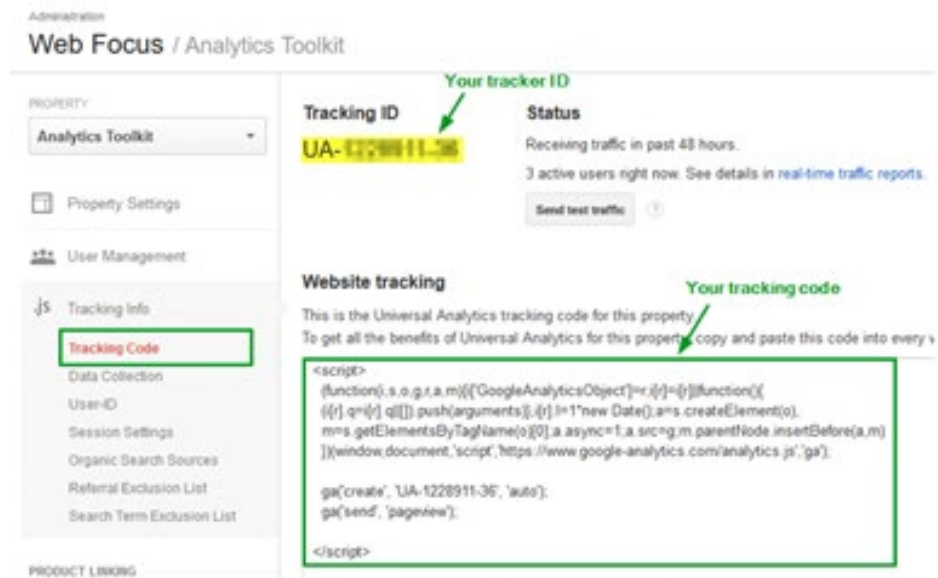
A screenshot of the 'New Account' setup form in Google Analytics. The form is titled 'New Account' and asks 'What would you like to track?' with two buttons: 'Website' (selected) and 'Mobile app'. Below this is the 'Setting up your account' section with an 'Account Name' field containing 'My website'. The 'Setting up your property' section includes a 'Website Name' field with 'My awesome website', a 'Website URL' field with 'http://mysomesite.com', an 'Industry Category' dropdown menu set to 'Select One', and a 'Reporting Time Zone' dropdown menu set to '(GMT-08:00) Los Angeles Time'.

Google Analytics

Getting Started - for Insurance Agents

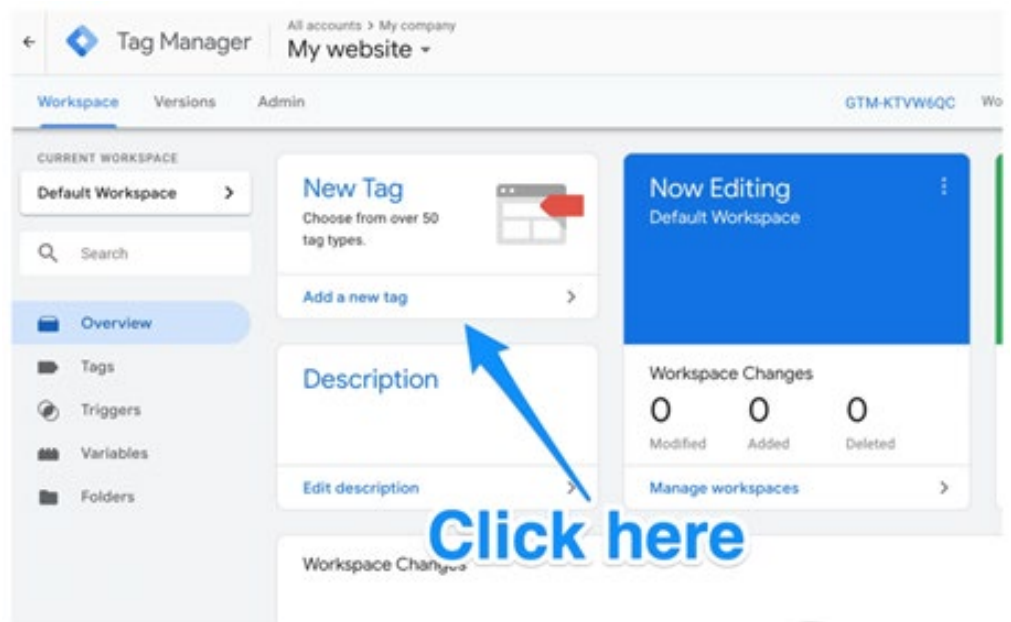
After this, all you need to do is accept the Terms of Service to get your tracking ID.

The tracking ID is a string of numbers that tells Google Analytics to send data to you. The number will look like UA-000000-1. The first string is your account, and then the second number is your property number associated with your account. This is unique to your website and personal data – do not share this publicly.



Step 3: Set up Analytics Tag

Now you will learn how to set up specific tracking tags. Navigate to Google Tag Manager dashboard and click **Add a new title**.



Google Analytics

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Now, you will begin to create the new tag. You can customize two areas of a tag:

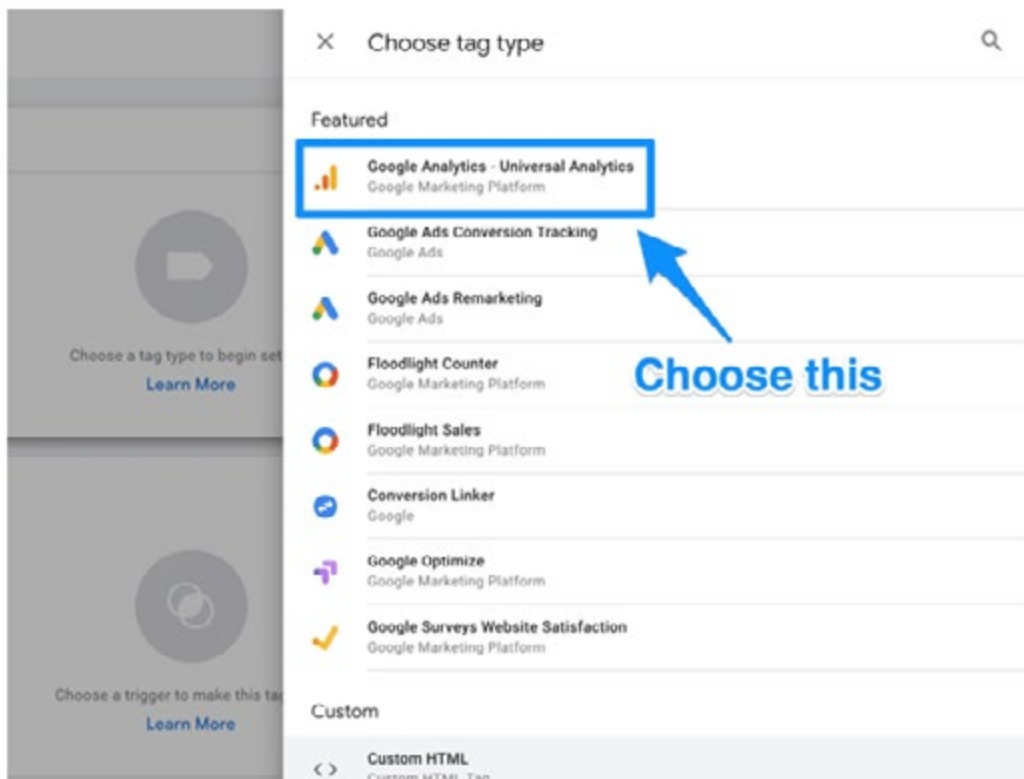
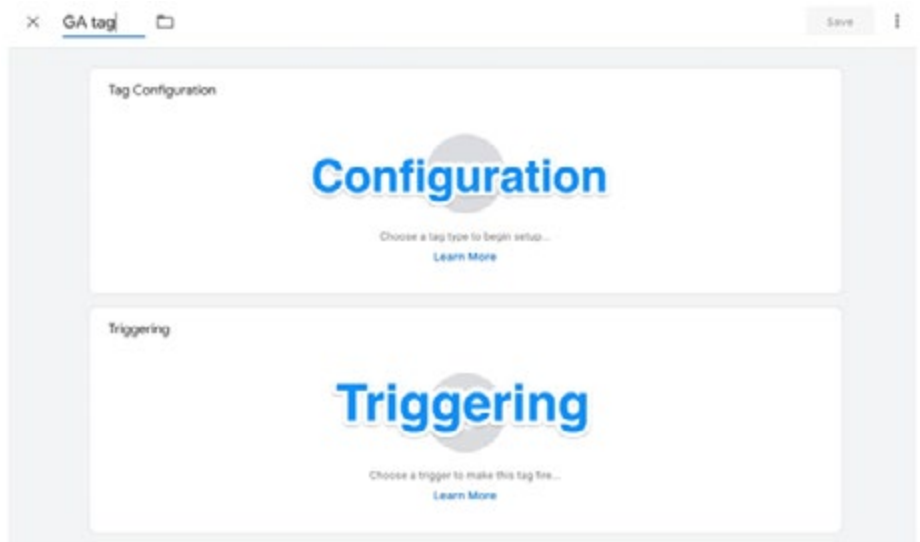
Configuration:

Where the data collected will go

Triggering:

What kind of data you want to be collected

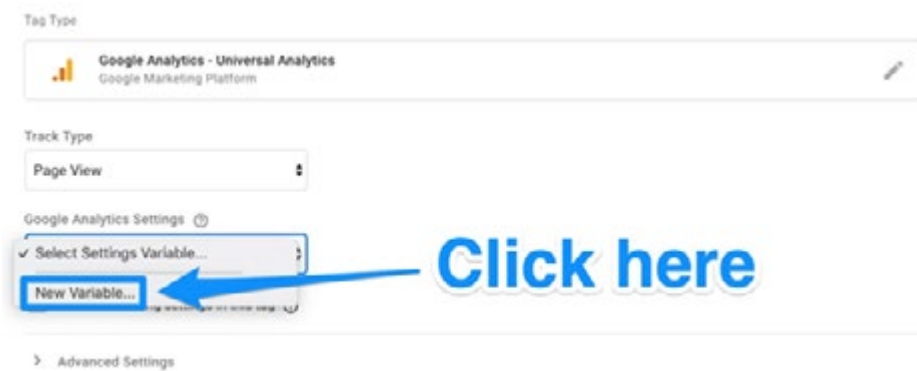
Click **Tag Configuration** to choose the type of tag you want. The "Universal Analytics" type will create a tag for Google Analytics.



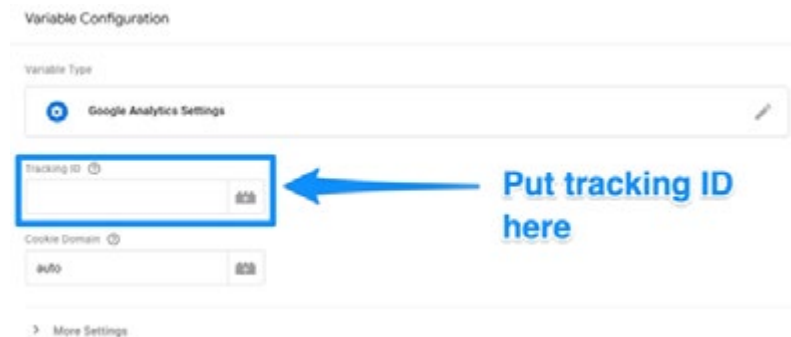
Google Analytics

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After that, you can choose the type of data you want to track by going to “Google Analytics Settings” and selecting **“New Variable...”**

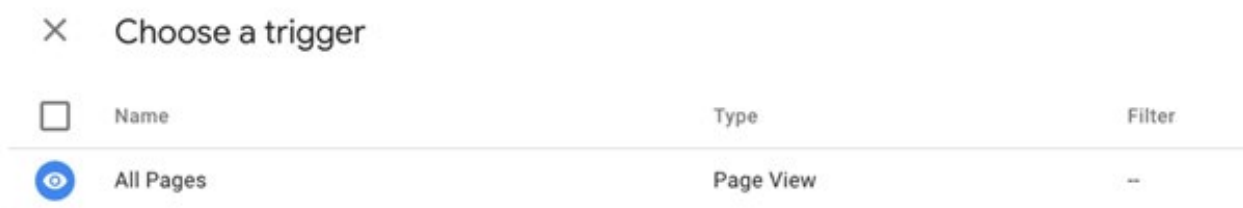


Then you will be taken to a new window where you can **enter your Google Analytics tracking ID**. This will send your website’s data right into Google Analytics, where you can see it later.



After you’ve done this, go to the “Triggering” section to select the data to send to Google Analytics.

Like the “Configuration,” click the **Triggering button** to be sent to the “Choose a trigger” page – click **All pages** so that it sends data from all of your web pages.



Google Analytics

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After this, your tag set up should look something like the image below.

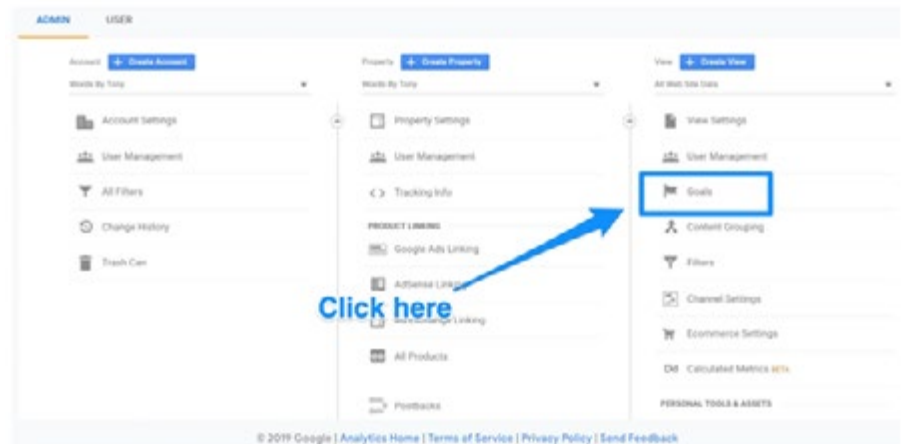
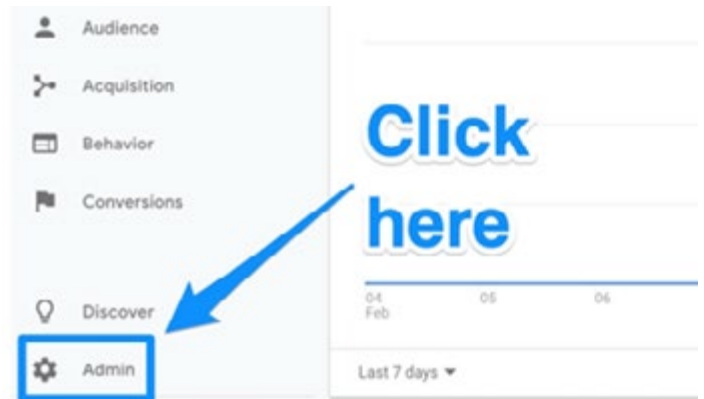
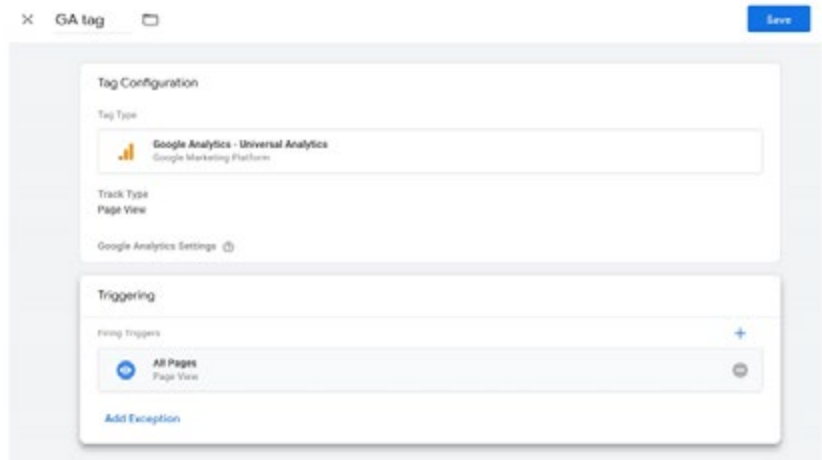
Now, click **Save**. Now you have Google tag tracking & sending data to your Google Analytics about your insurance agency's website! Now, we will go over setting up your goals.

Step 4: Set up your Goals

Google Analytics does not automatically know the key performance indicators for your insurance agency's website and business – so you need to **tell it**.

Click the **Admin button** on the bottom left of your Google Analytics dashboard.

After this, you will be in a window where you will see the **"Goals" button**.

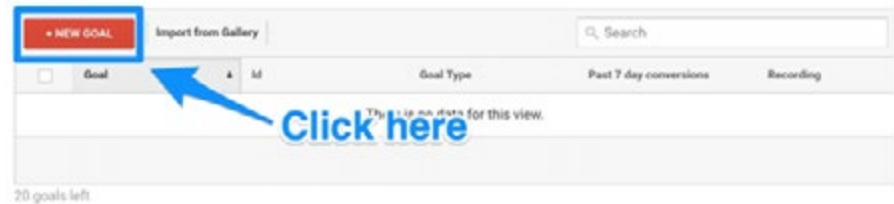


Google Analytics

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You will be taken to the “Goals” dashboard, where you’ll be able to create a new goal.

From here, you can look at different goals templates to find one that matches your intended goal. Some of the types of goals you can choose from include:



Destination: the goal is to get a user to a specific page

Duration: The goal is to get users to spend a specific amount of time on your site

Pages/Screens per session: The goal was to have users go to a specific amount of pages

Event: The goal was to get users to click a link or play a video

You can even get more specific from here, such as choosing exactly how long users need to be on your site to consider it a success. When you’re finished, save the goal, and it will start tracking!

✓ Goal setup Edit

Template:

2 Goal description

Name

Goal slot ID

Goal Id 1 / Goal Set 1

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Goal	Id	Success	Past 7 day conversions	Recording
Duration	Goal ID 1 / Goal Set 1	Duration	0	ON

19 goals left

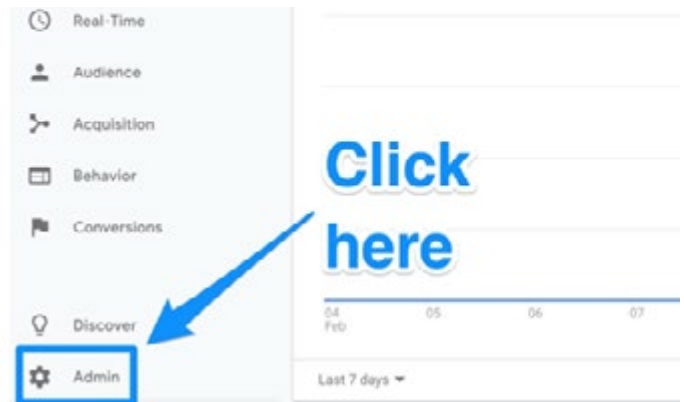
Google Analytics

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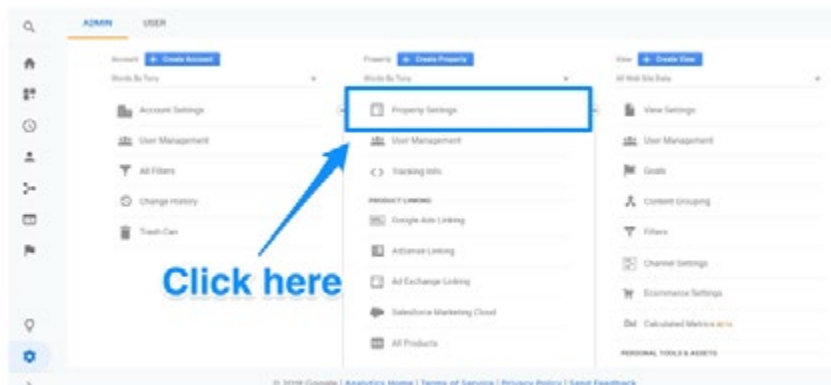
Step 5: Link to Google Search Console

Google Search Console is a tool to help you gain valuable search metrics and information. You can do things such as **check your site's search crawl rate, see when Google analyzes your website, find out what pages link to your website, or look at keywords that you rank for in search engines.**

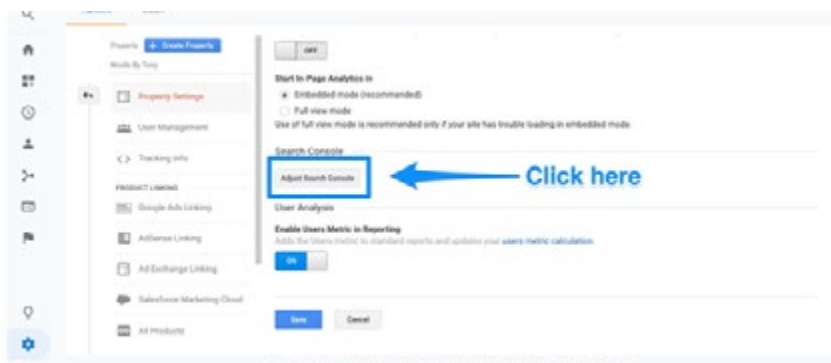
Click on the **gear icon** in the main dashboard to set this up.



Then, click **Property Settings.**



Scroll and click **Adjust search console.**



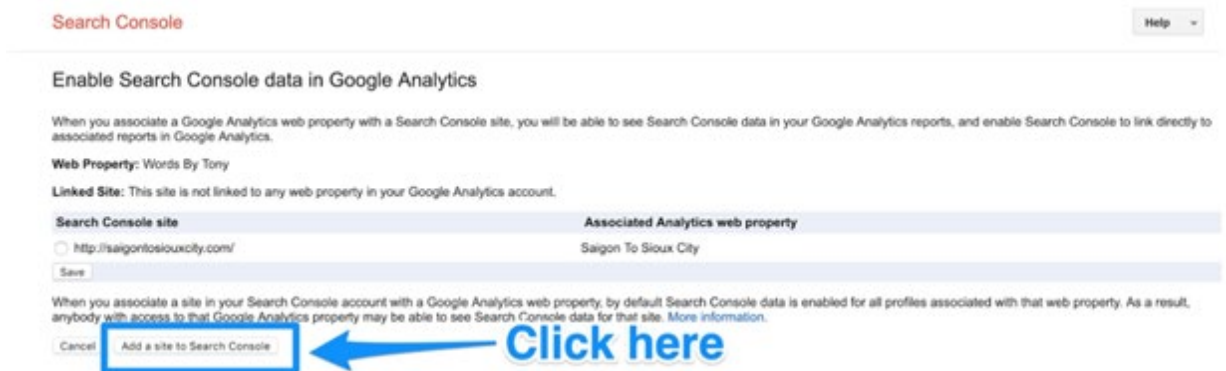
Google Analytics

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Now you can start to add your website to Google Search Console.

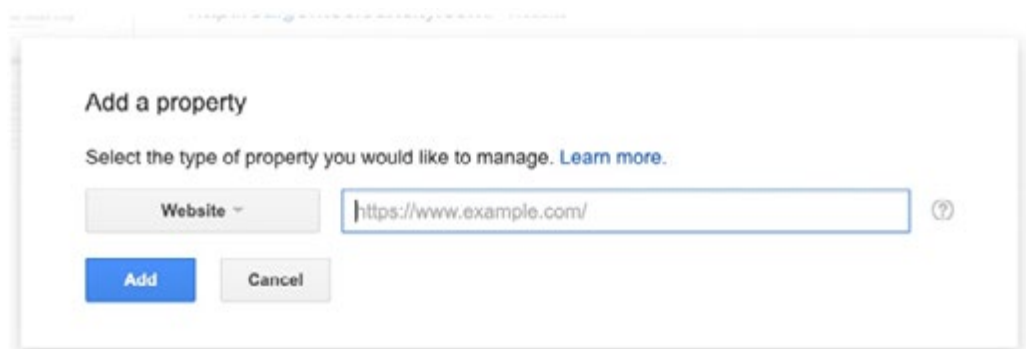


Click **add**, and you will be redirected to the page below. Click **Add a site to Search Console**.



Now, you can add a new website into Google Search Console – enter your website and click **add**.

Follow the directions to add the HTML code to your website. Then, click **save** – you should then be redirected to Google Analytics. Check back later to see your data.



Follow the directions to add the HTML code to your website. Then, click save – you should then be redirected to Google Analytics. Check back later to see your data.

What to Do Next

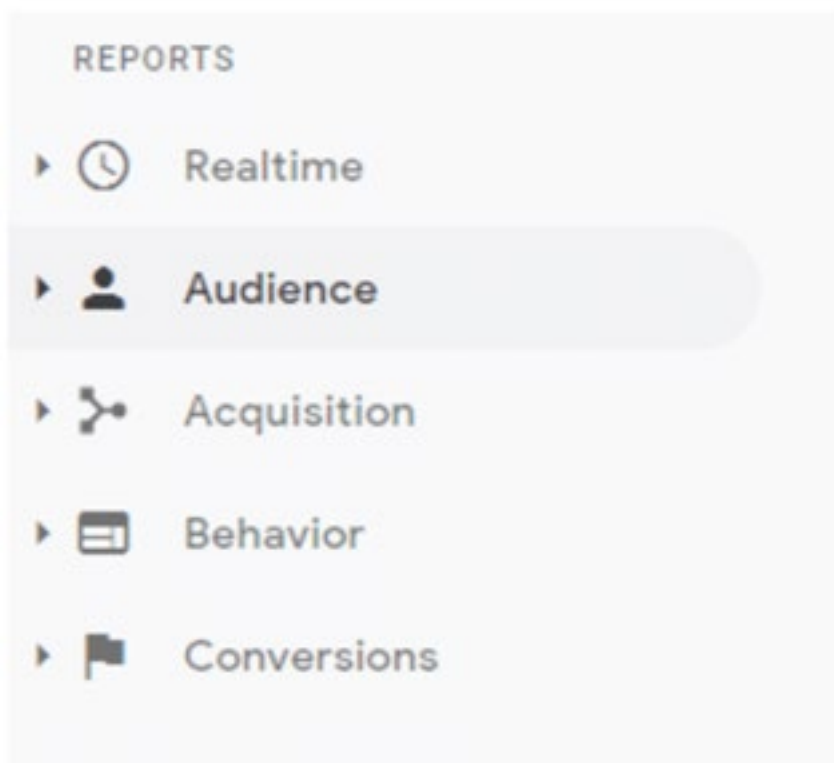
Now, let's **create a view**. A view will help you create a report to only see the data that you need. For example, you may want a view where you can see only organic search traffic or social media, and so on.

Here are the steps to add a new view:

1. Click the gear in the lower-left to go to the Admin dashboard
2. In the View column, click **Create a new view**
3. Select **Web Site or App**
4. Enter a name for the view (describe what you are filtering for)
5. Choose the time zone
6. Click **create view**

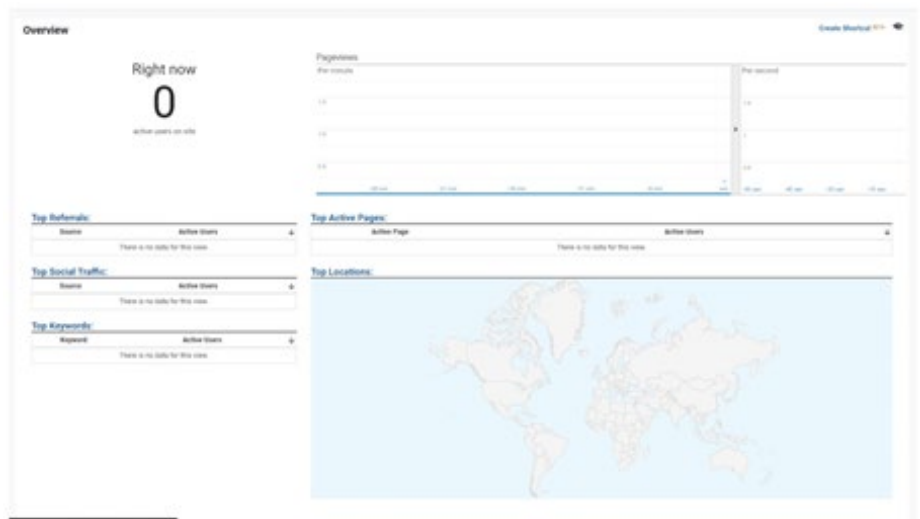
After creating your view, use the view settings to filter precisely what you want to see.

Now, let's look at the different ways you can look at your web traffic.



Real-Time Overview

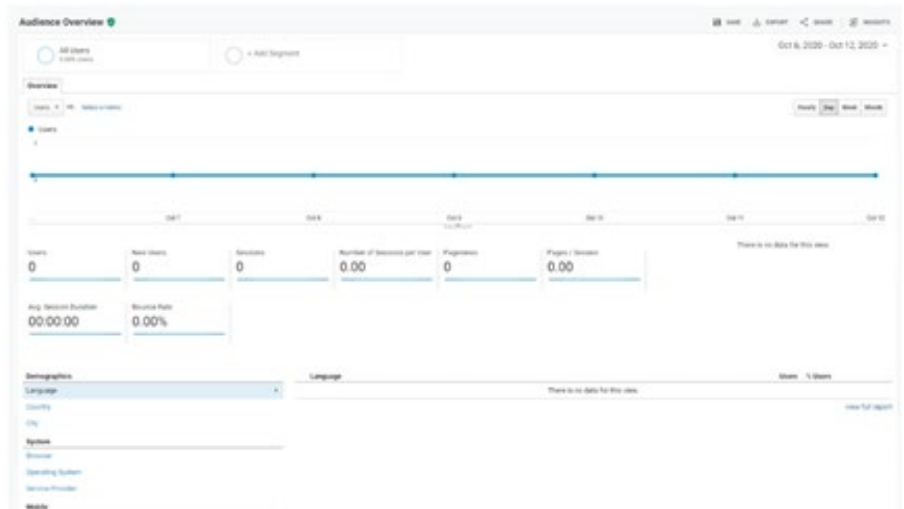
This report shows you an overview of visitors on your insurance agency's website at that moment. It even breaks down page views each minute and second. You can see where your audience is coming from, your top keywords, and how many conversions you're getting.



For smaller insurance agencies, this may not be super useful initially. You may be better off exploring the other options on this list.

Audience Overview

This panel is one of the most potent pieces of information you will access on Google Analytics. It gives you information about visitors to your site based on relevant attributes to your goals. This can be anything from demographics such as age, location to returning customers, and more!



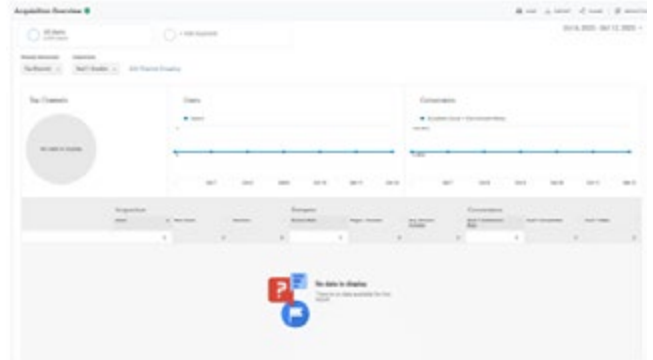
If you want, you can get deep in the weeds and track particular audiences such as those who visited a landing page and then return x days later to submit a form. This is extremely useful in creating a buyer's persona for your insurance agency and seeing if you are marketing to your products' right people. You will see what types of content draws in visitors from your target market.

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Acquisition Overview

This shows where your audience is coming from in the world along with online. If you see a piece of content or landing page is sparking traffic – you can see where those visitors are located. For example, you may find a post was shared on a Facebook page that caused the spike in traffic.



This is useful in helping you to determine your ROI with any online marketing campaigns. This can help you better understand how your insurance agency should approach social media and SEO marketing in the future.

Behavior Overview

This report shows you how visitors move through and interact with your website and, on a broader scope, offers you total pageviews pages receive. This is a valuable breakdown because it shows you where your audience online spends most of their time. You can even view the path visitors most often take on your website – called a behavior flow.



This is a way you can check your thoughts on how visitors approach your site. If they aren't taking the path you intended, you can re-optimize your site to help get them there.



This breakdown also gives you information on each page individually. It shows how many views pages are getting, the average time a visitor spends on them, and unique page views. This can be valuable if you are also leveraging SEO marketing.

Google Analytics

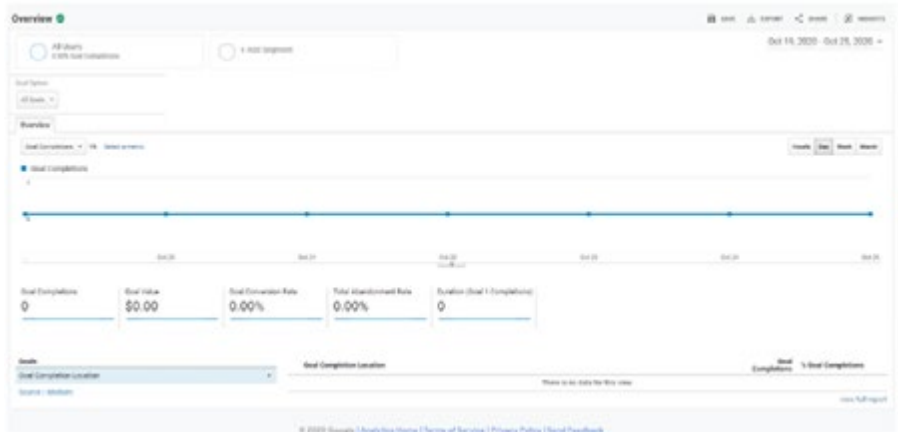
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Conversions Overview

This is where you can see the impact of your marketing efforts. Two tabs will be relevant for your insurance agency.

Goals: In this tab, you can summarize how well your goals and conversions are performing. You can see completions & you can use this information to quantify the value of your campaigns



Multi-channel funnels: This gives you a peek into how different marketing channels like social media, landing pages, and ads work to turn visitors into leads. For example, someone who found you on Google may have become a client or a social media feed; this tab helps you learn that.

In conclusion, Google Analytics is a powerful tool for your insurance agency's digital marketing strategy. For more tips and tricks to improve your digital and traditional marketing efforts – contact Agent Pipeline today!