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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.

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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

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2	Setup Cor	itainer	
	Create	Cancel	

Add a New Account

Then, enter an account name and click continue.



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

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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.

opy the code below and paste it onto every page of your website.	
aste this code as high in the <head></head> of the page as possible:	
<pre><!-- Google Tag Manager--> <script></script></pre>	



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.



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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.

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5 Tracking Info Tracking Code Data Collection User-ID Session Settings	This is the Universal Analytic To get all the benefits of Univ <script></script>		

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.**





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.







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

Google Analytics - Univer Google Marketing Platform	al Analytics	/
Track Type		
Page View		
Google Analytics Settings 🛞		
Select Settings Variable	Click	here
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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.

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Google Anal	vtice Settings	/
nanda Q		Put tracking ID
ookie Domain 🛞		here

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.

0	All Pages	Page View	200
	Name	Туре	Filter
×	Choose a trigger		

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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*.

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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:

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		Part / our contribution	Recording
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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!

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Goal slot ID					
Goal ld 1 / Goal Set 1 👻					
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19 goals left

Duration

800.962.4693 | agentpipeline.com

Goal ID 1 / Goal Set

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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.

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Scroll and click **Adjust search console.**

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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.*

Search Console	Help -
Enable Search Console data in Google A	Analytics
When you associate a Google Analytics web property with a Se associated reports in Google Analytics.	earch Console site, you will be able to see Search Console data in your Google Analytics reports, and enable Search Console to link directly to
Web Property: Words By Tony	
Linked Site: This site is not linked to any web property in your	Google Analytics account.
Search Console site	Associated Analytics web property
http://saigontosiouxcity.com/	Saigon To Sioux City
Save	
When you associate a site in your Search Console account will anybody with access to that Google Analytics property may be Cancel Add a site to Search Console	h a Google Analytics web property, by default Search Console data is enabled for all profiles associated with that web property. As a result, able to see Search Console data for that site. More information.

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.

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Select	the type	e of property	you would like to manage. Learn more.	
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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.



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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!

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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.

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.







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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

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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!