

**I'm not a bot**



























Google Analytics is a platform that collects data from your websites and apps to create reports that provide insights into your business. Measuring a website To measure a website, you first have to create a Google Analytics account. Then you need to add a small piece of JavaScript measurement code to each page on your site. Every time a user visits a webpage, the tracking code will collect pseudonymous information about how that user interacted with the page. For the Google Store, the measurement code could show how many users visited a page that sells drinkware versus a page that sells houseware. Or it could tell us how many users bought an item like an Android doll by tracking whether they made it to the purchase-confirmation page. The measurement code will also collect information from the browser like the language setting, the type of browser (such as Chrome or Safari), and the device and operating system on which the browser is running. It can even collect the traffic source, which is what brought users to the site in the first place. This might be a search engine, an advertisement they clicked on, or an email marketing campaign. Processing and reporting When the measurement code collects data, it packages that information up and sends it to Google Analytics to be processed into reports. When Analytics processes data, it aggregates and organizes the data based on particular criteria like whether a user's device is mobile or desktop, or which browser they're using. But there are also configuration settings that allow you to customize how that data is processed. For example, you might want to apply a filter to make sure your data doesn't include any internal company traffic or developer traffic. Once Analytics processes the data, it's stored in a database where it can't be changed. So remember, when you set up your configuration, don't exclude any data you think you might want to analyze later. Once the data has been processed and stored in the database, it will appear in Google Analytics as reports. Here are a few tips and tricks to help you easily find info on Google. No matter what you look for, start with a simple search like where's the closest airport?. You can add more descriptive words if needed. If you're looking for a place or product in a specific location, add the location in your search. For example, bakery seattle. To search with your voice, tap the Microphone. Learn how to search with your voice. Tip 3: Choose words carefully Use terms that are likely to appear on the site you're looking for. For example, instead of my head hurts, say headache, because that's the term a medical site uses. Tip 4: Do not worry about the little things Spelling: Google's spell checker uses the most common spelling of a given word, regardless of how you spell it. Capitalization: A search for New York Times is the same as a search for new york times. Tip 5: Find quick answers For many searches, Google provides answers directly in the search results. Some features, such as details about sports teams, aren't available in all regions. Weather: Search weather to find the weather in your location or add a city name, like weather seattle, to find weather for a certain place. Dictionary: Put define in front of any word to find its definition. Calculations: Enter a math equation such as 3\*9123, or solve complex graphing equations. Unit conversions: Enter any conversion, such as 3 dollars in euros. Sports: To find a schedule, game scores, and more, search for the name of your team. Quick facts: Search for the name of a celebrity, location, movie, or song to find related info. Expert Search tips Post to the help community Get answers from community members To sign up for Gmail, create a Google Account. You can use the username and password to sign in to Gmail and other Google products like YouTube, Google Play, and Google Drive. Important: Before you set up a new Gmail account, make sure to sign out of your current Gmail account. Learn how to sign out of Gmail. From your device, go to the Google Account sign in page. Click Create account. In the drop down, select if the account is for your Personal use Child Work or business To set up your account, follow the steps on the screen. Create an account Tip: To use Gmail for your business, a Google Workspace account might be better for you than a personal Google Account. With Google Workspace, you get increased storage, professional email addresses, and additional features. Learn about Google Workspace pricing and plans. Try Google Workspace The username I want is taken You can't create a Gmail address if the username you requested is: Already being used. Very similar to an existing username. For example, if example@gmail.com already exists, you can't use example@gmail.com. The same as a username that someone used in the past and then deleted. 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