

# SETTING UP GOOGLE ANALYTICS DEBUGGER

Setting up goals in your Google Analytics is crucial to truly measuring shopping behavior on your website. Inside are instructions for how to set up the recommended automotive goals for the first ever VINvertising Dashboard. If you have any questions about the setup, please let us know and we'll help walk you through the process!

## WHAT'S INSIDE

This manual walks us through the steps to set goals on Google Analytics with the LotLinx's recommended goal value for each engagement marker on your VDP's.

- Recommended Goal Values
- Defining each goal on Google Analytics
- Step-by-Step Google Analytics walkthrough



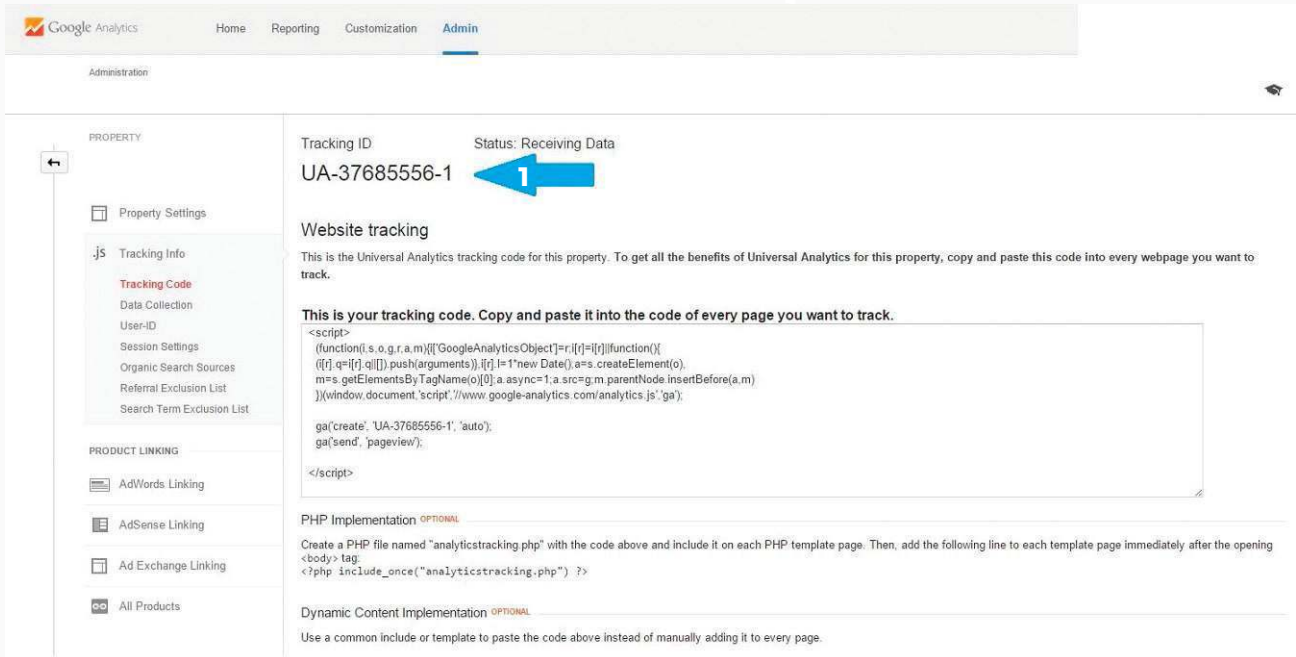
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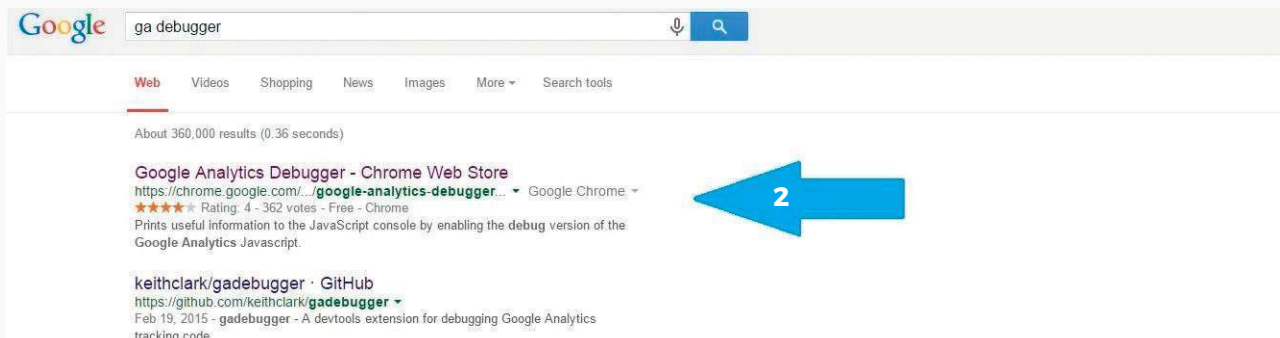
## INSTRUCTIONS

**1** → To start the process you will want to find your Google Analytics UA code which can be found by going into your Google Analytics account and clicking on Admin > Tracking Info > Tracking Code > Look under Tracking ID.

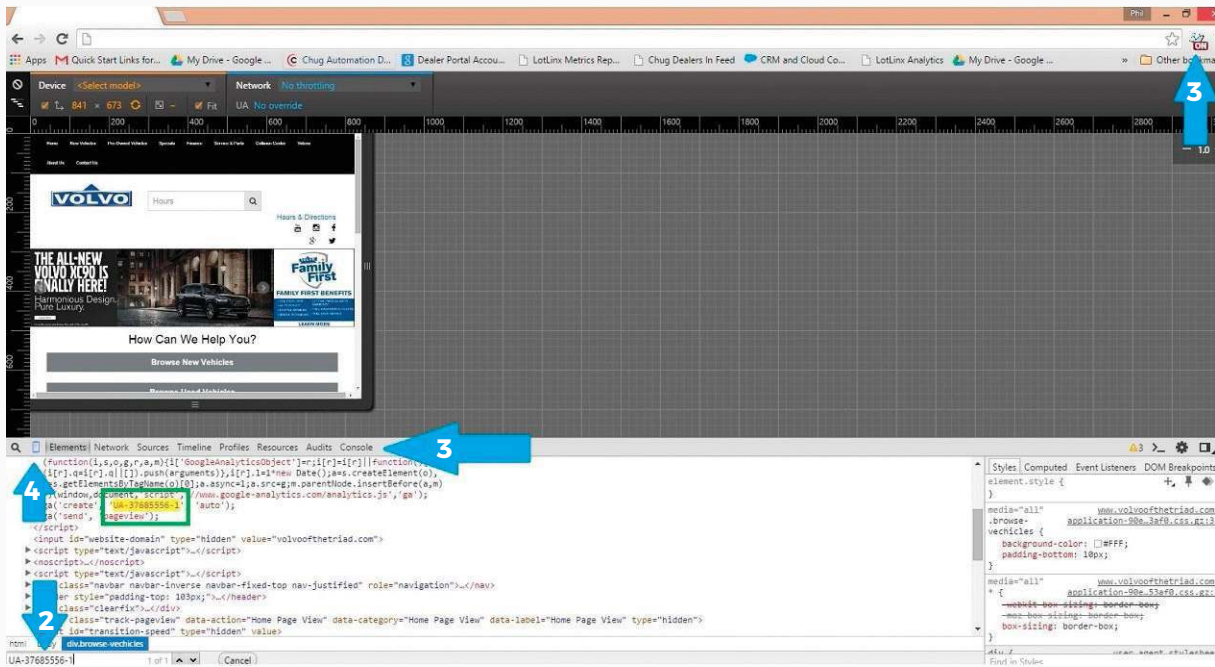


The screenshot shows the Google Analytics Admin interface. The top navigation bar includes Home, Reporting, Customization, and Admin. The left sidebar shows the 'PROPERTY' section with 'Tracking Info' selected. The main content area displays the 'Tracking ID' as 'UA-37685556-1' with a status of 'Receiving Data'. A blue arrow points to the Tracking ID. Below this, the 'Website tracking' section provides instructions on how to use the tracking code, including a code block for JavaScript implementation and optional PHP and Dynamic Content implementations.

**2** → Do a simple Google search and type in "ga debugger". Click on the link and add to Chrome.



The screenshot shows a Google search for "ga debugger". The search results show about 360,000 results in 0.36 seconds. The top result is "Google Analytics Debugger - Chrome Web Store" with a URL of <https://chrome.google.com/webstore/detail/google-analytics-debugger...>. A blue arrow points to this result. Below it, there is a result for "keithclark/gadepbugger" on GitHub.



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**3** → Toggle the GA Debugger widget to “On”.

**4** → Bring up the ind box by hitting Ctrl + F > Copy and Paste UA Code into this area.

**5** → Hit the console button and look for your UA code which if installed will be highlighted. If there is no code you will have to have your Google Analytics pixel installed on your website.

**6** → Hit the Mobile icon button and look for your UA code which if installed will be highlighted. If there is no matching code you will have to have your Google Analytics pixel installed on your mobile site.



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