Getting Started with Ecommerce Tracking in Google Analytics

PRESENTED BY GLEW

Making Tracking a Priority

Ecommerce business owners have a lot to juggle every day. Between managing inventory, responding to customers and processing transactions, it's easy to overlook any task that isn't in the 'must-do' category.

For some businesses, that may include enabling ecommerce tracking in Google Analytics. In reality, this function is essential to the success of your online store and easier to implement than you may think.

Benefits of Ecommerce Tracking

Ecommerce tracking in Google Analytics gives online businesses a deeper understanding of store and product performance. The feature provides detailed analytical data in the context of other metrics such as traffic sources and keywords.

With ecommerce tracking, you can analyze:

- Revenue generated by product
- Total number of products sold
- Quantity of specific products sold
- Rate of conversions
- Total transactions
- Number of unique purchases made
- Average price of products
- Average value of orders
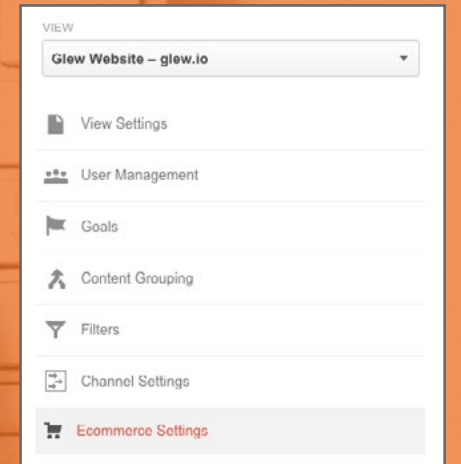- Number of days and sessions leading to a transaction

Setting up Ecommerce Tracking

In order to view ecommerce activity in Google Analytics, you'll need to enable ecommerce tracking. Follow these steps to get started:

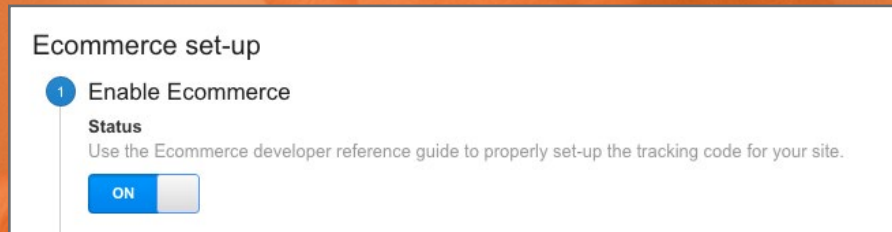**1** Sign in to Google Analytics and click on the *Admin* tab.
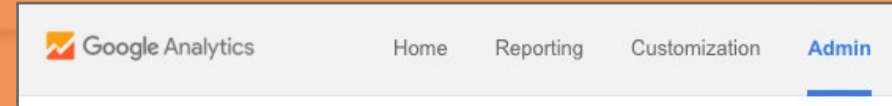
2 You'll see three columns titled *Account, Property* and *View*.

3 In the *View* column, click on *Ecommerce Settings*.

4 On the next screen, click the on/off toggle to reveal *ON*.

5 Click *Next Step* and then click *Submit*.

6 The next steps will vary depending on your ecommerce software. You'll need to add tracking code information to your shopping cart pages or through your ecommerce platform. Continue reading to see where to find information on setting up tracking in Shopify, Magento or Woocommerce.

Glew.

Reviewing Your Performance

Once tracking is set up and running, you can find ecommerce data in Google Analytics. Refer to the menu on the left side of your account. Under *Conversions* click on *Ecommerce* to reveal options.

Magento users have a few options. A free extension called Google Universal Analytics adds Ecommerce Tracking, Universal Analytics and Funnel Checkout Tracking. Click here to learn more about the extension.

You can also manually configure Magento and Google Ecommerce Tracking. This guide walks you through the configuration process.

If you use Shopify for your online business, you'll be able to add Google Analytics tracking in your Shopify Store Admin. Ecommerce Tracking is automatically integrated once you turn it on as detailed above.
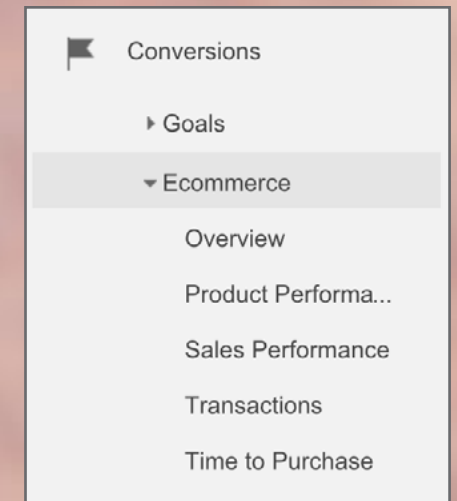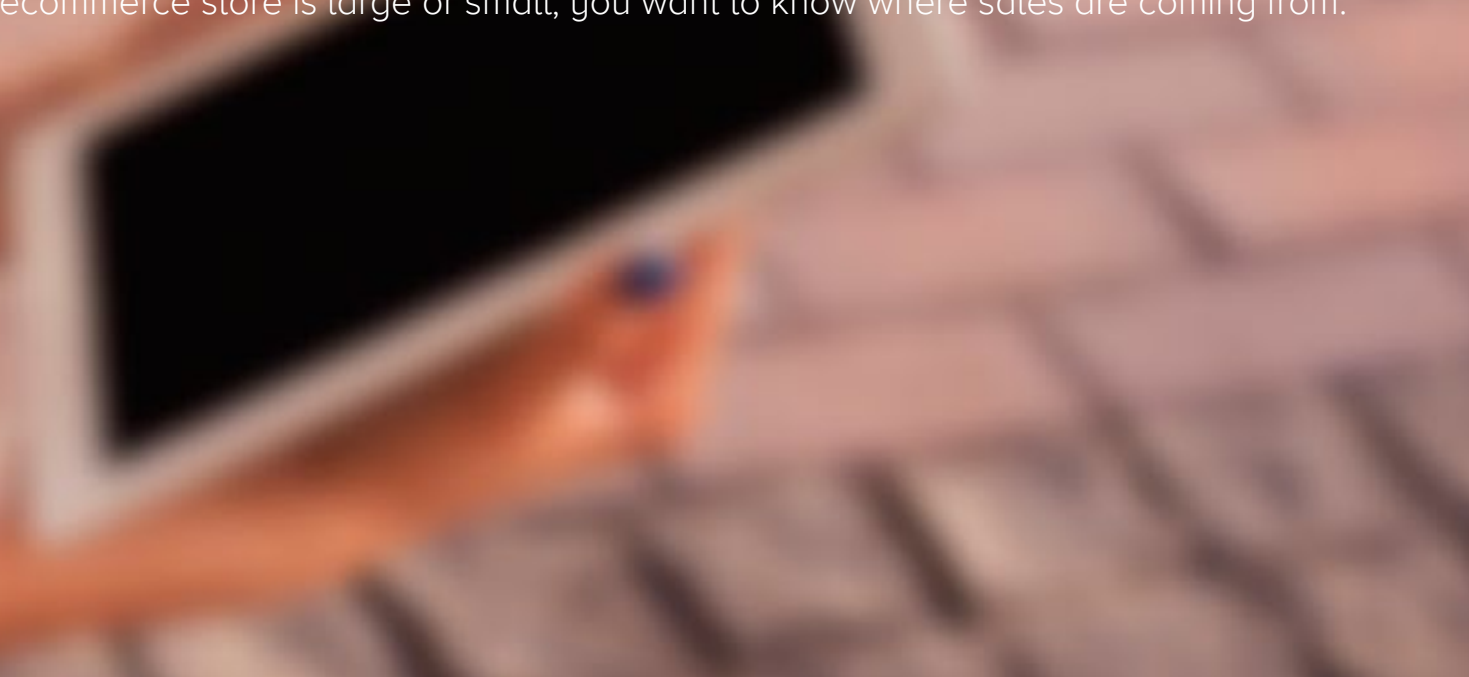
Check out this Shopify guide for details and next steps.

If you use the WooCommerce toolkit, there is a plugin available that provides integration between Google Analytics and WooCommerce. It includes support for ecommerce tracking.

Click here to read more about the integration plug in.

Final Note

As ecommerce becomes more sophisticated and competitive, it's important to gather and analyze all of your data. Take advantage of a tool already at your fingertips and add ecommerce tracking to learn more about your customers and supersize your online business.

Remember that in the long run, tracking will help you maximize your campaigns and minimize the time and energy you spend on ineffective activities. Glew is an ecommerce reporting platform that aims to connect the dots from your digital activity and directly tie them to profit. We suggest you follow these best-practices, because whether your ecommerce store is large or small, you want to know where sales are coming from.

Conversions
▸ Goals
▾ Ecommerce
Overview
Product Performa...
Sales Performance
Transactions
Time to Purchase

Glew.