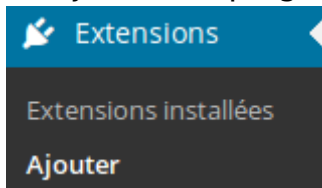
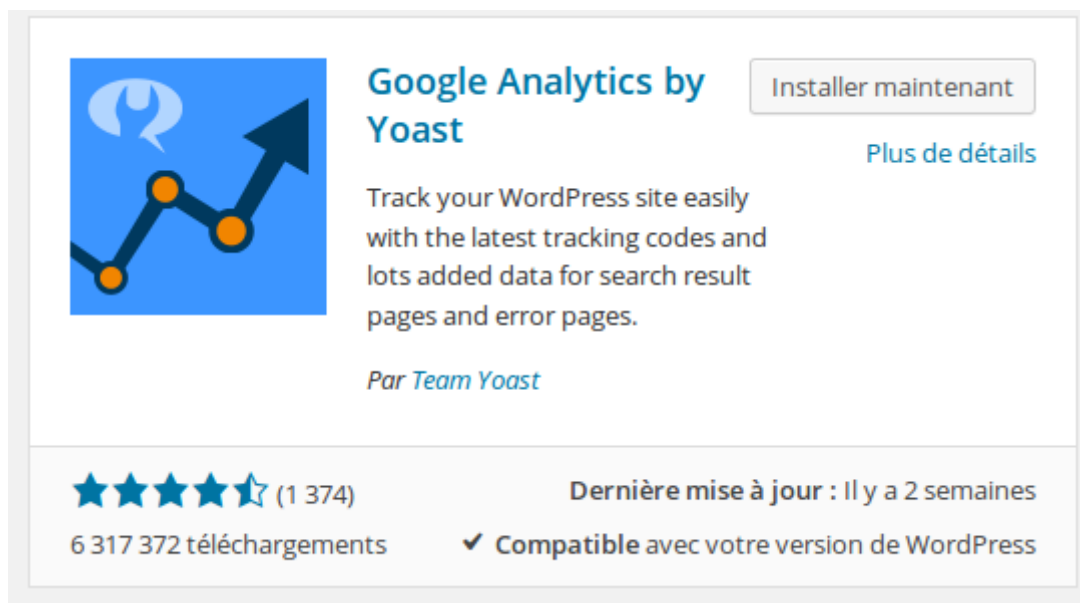


Installer Analytics sous WordPress

1- Ajouter un plugin

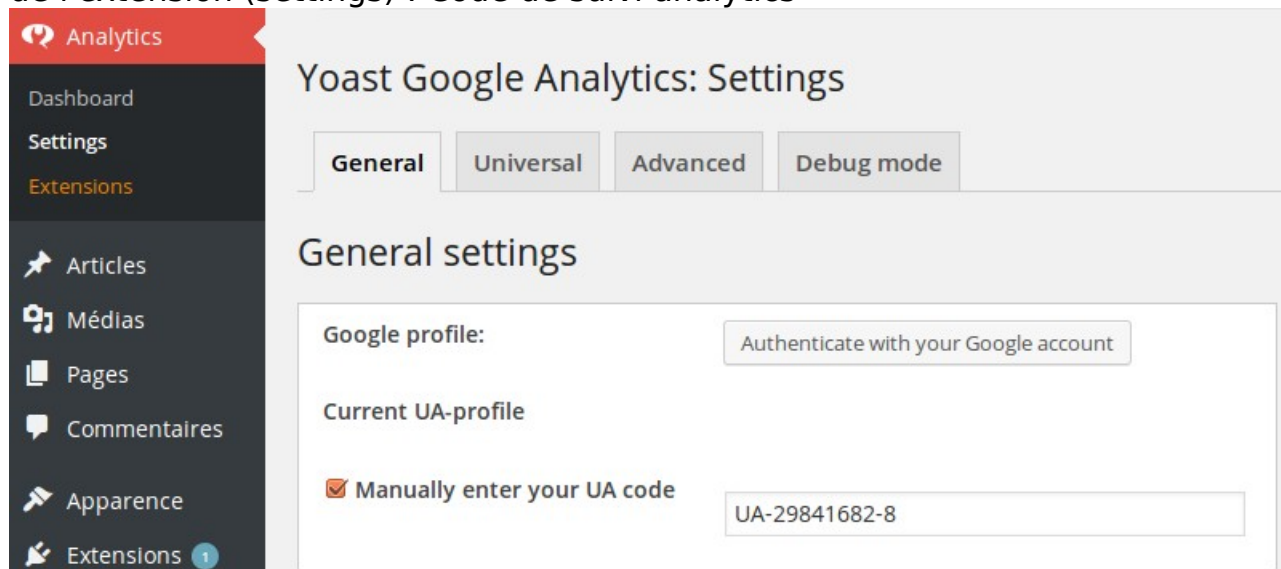


2- Rechercher, installer et activer *Google Analytics by Yoast*



3- Configuration

de l'extension (settings) : Code de suivi analytics



Note : la code de suivi (UA code), à copier/coller se trouve dans votre [compte Analytics](#) : Admin > PROPRIETE > Informations de suivi > code de suivi

4- Cochez toutes les propositions suivantes (permet d'avoir d'avantage d'informations sur les visiteurs).

Track outbound click & downloads:

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Allow tracking of anonymous data:

By allowing us to track anonymous data we can better help you, because we know with which WordPress configurations, themes and plugins we should test. No personal data will be submitted.

Anonymize IP's:

This adds `_anonymizeIp`, telling Google Analytics to anonymize the information sent by the tracker objects by removing the last octet of the IP address prior to its storage.

Ignore users:

Users of the role you select will be ignored, so if you select Editor, all Editors will be ignored.

Yoast Google Analytics: Settings

General

Universal

Advanced

Debug mode

Universal settings

Enable Universal tracking:

First enable Universal tracking in your Google Analytics account. How to do that, please read [this guide](#) to learn how to do that.

Enable Demographics and Interest Reports:

You have to enable the Demographics in Google Analytics before you can see the tracking data. We have a doc in our [knowledge base](#) about this feature.

Save changes