Using Google Analytics

1. Request access to AGNR’s analytics by filling out the form at https://agnrgroups.umd.edu/website-manual/analytics

2. Once your account has been approved, log into Google Analytics at http://www.google.com/analytics/

3. Click “All Data” for your site to access analytics. For example, “All Extension Data” will show the analytics for the UMD Extension website.

4. To find Analytics data for a specific page on your site, “Content Drilldown” is a good place to start.

5. There are many more features to which you have access. We recommend you visit https://support.google.com/analytics/answer/4553001 to learn more about the features that Google Analytics offers.