

# How to set up Google Analytics to track your DPW Traffic

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## View Better, more Detailed Statistics with Google Analytics

As you likely know, DPW provides click-level traffic statistics *by artwork* in your **my Traffic** tab in your **my Paintworks** page.

With a free **Google Analytics** account integrated with DPW, you can additionally track the traffic to your DPW Gallery page, artwork, and DPW Auctions in greater detail, including:

- clicks by artwork
- clicks by hour, day, or month
- where your visitors live
- where your traffic is coming from (google search, your blog, DPW itself, etc.)

You can also view your your traffic in real time, as it happens!

**How to Set Google Analytics Up for DPW**

I am not going to go into detail about how to set up and configure an Analytics account because Google gives you all the detailed step-by-step you need [here](#). I will however, outline the steps and provide the necessary DPW specific information below.

### **Step 1. Create a Google Analytics Account**

If you already have an account - great - all you need to do is set up a new profile for tracking your DPW traffic. Each website or blog you track must have its own profile within your Google Analytics account.

### **Step 2. Create a Profile for DPW Traffic within your Account**

Now, set up a profile for DPW traffic with the following information:

**Website Name:** DPW

**Website URL:** [www.dailypaintworks.com](http://www.dailypaintworks.com)

Once you have entered the profile information, click the **Get Tracking Id** button at the bottom of the profile form to be given the tracking id you need.

The id will look something like this: **UA-XXXXXXXX-X** where the **X's** are digits.

Copy and paste the id into the **Google Analytics Identifier** field in your DPW [Account Information page](#) (you will need to scroll the Account Information form down to see the field).

**Important:** Google will also give you code to paste into your web pages. You do not need this code, as DPW will automatically put it into your DPW pages for you.

The image shows a screenshot of a web form with a light blue background and a torn-paper edge effect. The form is divided into two sections. The top section is titled "Set Up Google Analytics" in blue text. Below the title, there is a paragraph of text: "Optionally enter in a unique Google Analytics Identifier below to use Google Analytics to track your DPW Gallery, your artwork, and your DPW Auctions, in addition to the summary traffic." followed by "Click [here](#) to read more." Below this text is a label "Google Analytics Identifier:" and a text input field containing the value "UA-38252097-5", which is circled in red. The bottom section is titled "Change Password" in blue text. Below this title are three labels: "Current Password:", "New Password:", and "Confirm Password:", each followed by a corresponding text input field.

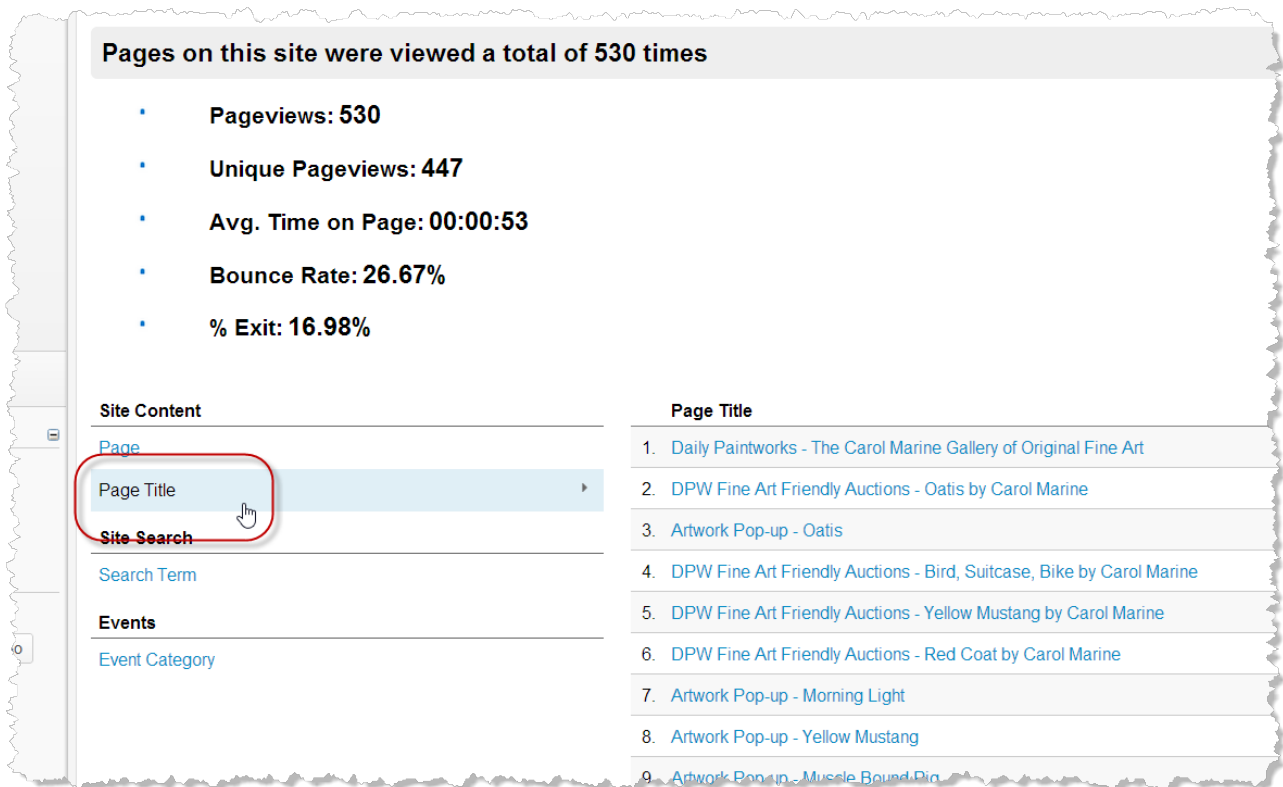
**Important:** After you enter and save your tracking id in DPW, you may see back in your Google Analytics account where it says "Status: Tracking not Installed." Please ignore this - despite how it sounds, it is not important and will not effect your tracking.

## How to Best View Your Traffic in Google Analytics

**Important:** *Your traffic will not be available to view for up to 24 hours.*

Once it is available, the important thing to know is that Analytics can show your traffic by **page URL** or by **page title**. You will want to view it by **page title** since the URLs alone are fairly cryptic and often don't tell you at all which artwork the page is for. So, be sure to chose to view your traffic by **page title**, where possible.

Here is a screen shot of part of the **Content - Overview** report showing how to chose to view by **page title**:



Pages on this site were viewed a total of **530** times

- **Pageviews: 530**
- **Unique Pageviews: 447**
- **Avg. Time on Page: 00:00:53**
- **Bounce Rate: 26.67%**
- **% Exit: 16.98%**

Site Content	Page Title
<a href="#">Page</a>	1. <a href="#">Daily Paintworks - The Carol Marine Gallery of Original Fine Art</a>
<b>Page Title</b>	2. <a href="#">DPW Fine Art Friendly Auctions - Oatis by Carol Marine</a>
<a href="#">Site Search</a>	3. <a href="#">Artwork Pop-up - Oatis</a>
<a href="#">Search Term</a>	4. <a href="#">DPW Fine Art Friendly Auctions - Bird, Suitcase, Bike by Carol Marine</a>
<b>Events</b>	5. <a href="#">DPW Fine Art Friendly Auctions - Yellow Mustang by Carol Marine</a>
<a href="#">Event Category</a>	6. <a href="#">DPW Fine Art Friendly Auctions - Red Coat by Carol Marine</a>
	7. <a href="#">Artwork Pop-up - Morning Light</a>
	8. <a href="#">Artwork Pop-up - Yellow Mustang</a>
	9. <a href="#">Artwork Pop-up - Muscle Bound Dig</a>

*Be sure to check out the real time view of your traffic in Analytics - it is very cool to see!*

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Online URL: <https://help.dailypaintworks.com/knowledgebase/article.php?id=52>