

Manual de Google Analytics

Nota de Edición.

Este manual se ha elaborado a partir de los temas y preguntas frecuentes publicados por el Centro de Asistencia Técnica de Google Analytics. Para consultar el texto íntegro y actualizado consultar la página <http://www.google.com/support/googleanalytics/?hl=es>

0.- GUÍA RÁPIDA DE CONFIGURACIÓN DE UNA CUENTA

Paso 1: Creación de una cuenta de Google Analytics

Nota para los usuarios de AdWords: Google Analytics puede efectuar un seguimiento de los costes de AdWords de Google si sus cuentas de AdWords y Analytics están vinculadas. Por favor, acceda a su cuenta de AdWords y siga las instrucciones que se indican en la pestaña "Analytics".

Para crear una cuenta de Analytics:

1. Visite <http://www.google.com/analytics/ES>
2. Introduzca la dirección de correo electrónico y la contraseña de su cuenta de Google y haga clic en **Entrar**. Si no dispone de una cuenta de Google, haga clic en **Regístrese ahora** para crear una.
3. Haga clic en **Regístrese**.
4. Introduzca la **URL de su sitio web**. Asegúrese de seleccionar **http://** o **https://** de la lista desplegable. Introduzca un alias para esta cuenta en el campo **Nombre de cuenta** y haga clic en **Continuar**.
5. Introduzca su información de contacto y haga clic en **Continuar**.
6. Lea los **Términos de uso de Google Analytics**. Si los acepta, seleccione la casilla que indica **Sí** y haga clic en **Crear una cuenta nueva** para continuar.

Aparecerá la página **Instrucciones de seguimiento** que contiene el código de seguimiento que deberá pegar en cada una de las páginas de su sitio web. No obstante, le recomendamos que antes realice unos pesos adicionales para asegurarse de que los datos que recopila son relevantes. Si prefiere instalar el código de seguimiento de inmediato, vaya directamente al [Paso 5](#) y siga las instrucciones. De lo contrario, haga clic en **Continuar** en la página **Instrucciones de seguimiento** para acceder a su cuenta nueva.

Paso 2: Configuración de su perfil

Es importante que configure su perfil para sacar el máximo partido de sus informes. Para acceder a la configuración del perfil:

1. En la tabla **Perfiles del sitio web**, localice el perfil que desea editar.
2. Haga clic en **Editar**. Aparecerá la página "Configuración del perfil".
3. En la tabla "Información del perfil del sitio web principal", haga clic en **Editar**.

Página predeterminada

Si la configura como la página predeterminada (o índice) de su sitio web, Google Analytics podrá conciliar las entradas de registro para www.ejemplo.es y www.ejemplo.es/indice.html, por ejemplo. En realidad, se trata de las mismas páginas, pero se registrarán como dos páginas diferentes hasta que se haya establecido la configuración de "Página predeterminada".

Excluir parámetros de consulta de URL

¿Su sitio web utiliza identificadores de sesión dinámicos o de usuario? Usted puede hacer que Google Analytics ignore estas variables y que no les tenga en cuenta como páginas exclusivas. Introduzca los parámetros de consulta que desea excluir separados por comas.

Manual De Google Analytics

F Rizvi



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to the following questions: Where did you first see the ... Chapter 16 Study Guide Describe how Old World monkeys might have arrived in the New World. Study Guide, Section 1: Primates continued. Page 3. Gorilla. Australopithecine. Study Guide. Glencoe Biology All primates except humans walk on all four limbs. Primates. Section 1. Complex Brain and Behaviors. Have large brains in relation to their body size. Primate ... Chapter 16 Section1 Applied Questions.docx Chapter 16- PRIMATE EVOLUTION Intro to chapter Questions: 1.(p.451) Howler ... Why do primates need to learn social behaviors?/1 3. List some of the social ... Primate Evolution Section 1 - Hominoids to Hominins Chapter Primate Evolution Chapter Assessment Questions Answer: The foramen magnum is the hole in the skull where the spine extends from the brain. It is in ... Chapter 16 Primate Evolution 1. When hominids moved from living primarily in treetops to living on the ground, they became _____. Need a Hint? ; 1. When hominids moved from living primarily ... Chapter 15 and 16 Study Guide Answers Chapter 15 and 16 Study Guide Answers. Section 15-1. VOCABULARY REVIEW. 1. Evolution is the development of new types of. organisms from preexisting types of ...