



Sydney, NSW 2010
Australia

Google Analytics - How To...

Add New Users To Your Account

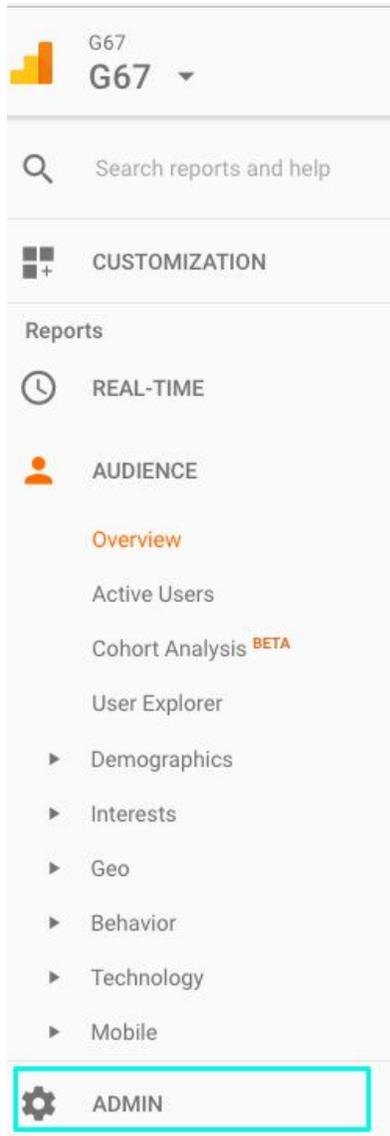
If you are working with a 3rd party consultant or agency for your digital marketing, it's likely that they will require access to your Google Analytics account in order to complete their job. Adding a new user to GA is simple, just follow the steps below.

Step 1

Sign into your Google Analytics account.

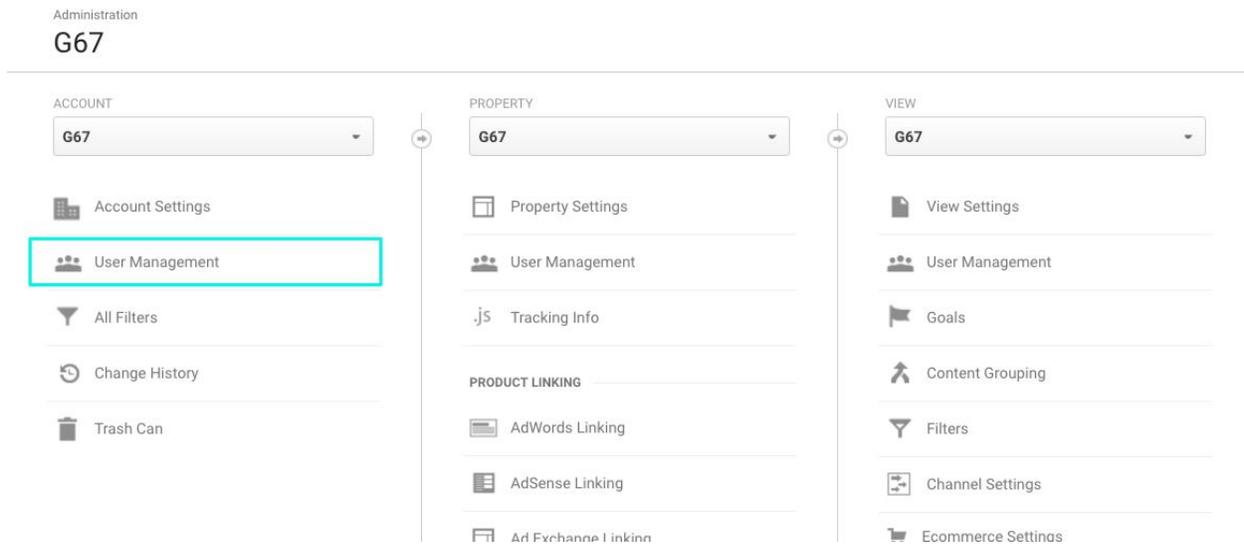
Step 2

Navigate to the “Admin” menu item at the bottom of the left hand menu:



Step 3

Select “User Management” underneath the account you wish to add the user to:



The screenshot shows the Google Analytics Administration interface for account G67. It is divided into three columns: ACCOUNT, PROPERTY, and VIEW. The ACCOUNT column has a red box around the 'User Management' option. The PROPERTY column shows 'User Management' as an available option. The VIEW column also shows 'User Management' as an available option.

Administration
G67

ACCOUNT

G67

- Account Settings
- User Management**
- All Filters
- Change History
- Trash Can

PROPERTY

G67

- Property Settings
- User Management
- .js Tracking Info

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- Ad Exchange Linking

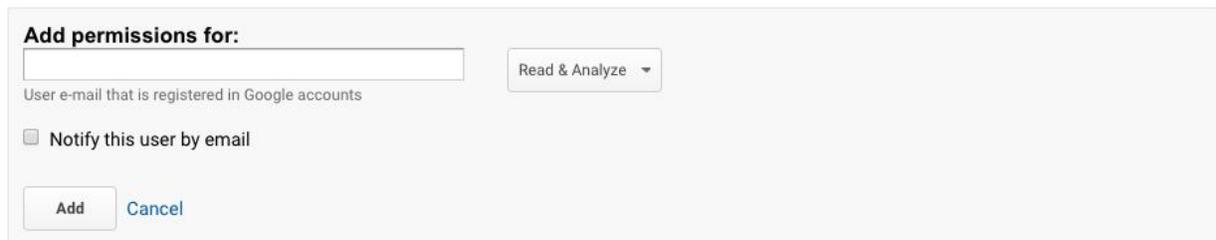
VIEW

G67

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings

Step 4

In the box underneath the “Add Permissions For” title, add the Google Account email address for the person you wish to give access to.



The screenshot shows the 'Add permissions for:' dialog box. It has a text input field for the user's email address, a 'Read & Analyze' dropdown menu, a checkbox for 'Notify this user by email', and 'Add' and 'Cancel' buttons.

Add permissions for:

Read & Analyze ▾

User e-mail that is registered in Google accounts

Notify this user by email

Add Cancel

Step 5

Select which type of permissions you want to give the user. Typically this will be either:

- Manage Users
- Edit

It is recommended that you grant all access (Manage Users, Edit, Collaborate, Read and Analyze) to your 3rd party consultant to allow them easy access to do things like adding filters to your Google Analytics data.

Step 6

Tick the box to send an email to the user and then click "Add" and you're all done!

About Us

We provide digital strategy and training to small businesses. We help our clients to understand the digital landscape, show them the areas to focus on that will give them the highest impact to their revenue and give them back the gift of time by doing the thinking and writing the strategy for them.

If you would like some assistance in developing your digital strategy, get in touch with us.

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