

Connect Google Analytics or Search Console

Add your own Google Analytics ID to your site, and verify your site with Search Console, using your own Google account.

Two free tools from Google can tell you more about your site. **Google Analytics** shows who visits and what they look at. **Search Console** shows how your site appears in Google's results and flags problems Google finds. Both live in your own Google account, and we never ask for your password. We can't promise rankings, traffic, calls or sales, but the figures show you what's happening.

Before you start

- For Analytics, set up an account, a property and a data stream for your site in your Google account. Google's own help pages walk you through it. Then copy your measurement ID, which starts with G-.
- For Search Console, use your own Google account. Google's own screens guide you.
- Not sure you need your own? Ask us.

Connect Google Analytics

1. Log in to your site editor.
2. In the side panel, click **More**, then **Settings**.
3. Click **Google Tools**.
4. Paste your Google Analytics ID into the field.
5. Press Enter on your keyboard to confirm.
6. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Analytics tracks only the live site, and it may be up to 24 hours before tracking begins. A blocker on your own phone or computer can keep your own visit from counting. Google Analytics doesn't track or store visitors' IP addresses by default.

Search Console

Search Console asks you to verify your site with Google, and Google's own screens guide you through that. If Google gives you a file to upload, you have two choices:

- Email the file to hello@zossoz.com and we'll put it on your site.
- Add it yourself in your editor:
 - Click **More**, then **Settings**, then **URL Redirect**.
 - Click **Add New Redirect**.
 - In **Source URL**, type the file's exact name, as Google gives it.
 - Choose **File**, click **+ Upload file** and pick the file.
 - Set **Redirect type** to **2xx OK (Redirect)**, then click **Add**.
 - Publish.

This screen takes .xml, .txt and .json files. If Google gives you a different kind, email it to us.

Google also advises sending it your sitemap. Your site makes one for you: it's your web address followed by /sitemap.xml. If you'd like us to handle that, email us.

Tips

- Adding tracking may affect what your site needs to say about cookies and privacy. Ask your lawyer whether you need a cookie notice, and see [Turn on a cookie notice](#).
- If visits don't show up, check that your site is published, wait up to a day, and try again without a blocker.
- Not sure which tool you need? For visits, start with [See how many people visit your site](#).

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and what Google is asking you for, and we'll walk you through it. We reply within one business day. See [Request a change](#).

Related guides: [See how many people visit your site](#) · [Read your monthly report](#) · [Turn on a cookie notice](#) · [How Google finds and reads your site](#) · [Request a change](#)

More guides: [the Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com