

Track store sales in Google Analytics

Connect your own Google Analytics account so it can follow shoppers through your store and checkout.

Add-on Online store

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Google Analytics can follow shoppers as they browse your store and check out. It lives in your own Google account, so we never ask for your password. We can't promise sales, but the figures show you what shoppers do in your store.

This applies to one kind of store. If these steps don't match your screen, tell us.

Before you start

- Set up Google Analytics 4 in your Google account if you haven't: an account, a property and a data stream for your site. Google's own help pages walk you through it.
- Copy your ID from Google Analytics. It starts with G. Copy and paste it instead of typing it.

Steps

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 and press Enter on your keyboard.
5. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.
6. In your Google Analytics account, turn on ecommerce tracking. This part happens in Google's screens, so use Google's help pages or email us and we'll walk you through it.

Once Analytics is on, it connects to your store automatically.

If something doesn't work

- **An "invalid account" message:** the ID is misspelled or it's the wrong one. Copy it again from Google Analytics.
- **No numbers yet:** only the live site is tracked, and it may be up to 24 hours before tracking begins.
- **Your own visit isn't counted:** a blocker on your phone or computer can stop it.

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.
- For orders, revenue and averages, your store's own numbers show those. See Check your store sales numbers.

DON'T SEE THIS?

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

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Related guides: Check your store sales numbers · Connect Google Analytics or Search Console · How your online store works · Find and manage your orders · Turn on a cookie notice

More guides: the Zossoz Help Center · Questions? Email hello@zossoz.com