



# Forest Pathways

Your accessibility journey starts here.

## Google analytics

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# Description

Google Analytics is a powerful web analytics service offered by Google that helps you understand how people interact with your website.

Google Analytics is a free service, making it accessible to businesses of all sizes. It's easy to set up and use, with a user-friendly interface and comprehensive reporting tools.

Ultimately, Google Analytics is a valuable tool for any website owner who wants to understand how their website is performing, improve user experience, and make data-driven decisions to optimise their online presence.

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## Why

It provides detailed insights into visitor behaviour, website performance, and marketing campaign effectiveness. This information can be valuable to understand based on behaviour how your website can with modification based on data be improved.

Whilst not an accessibility tool per-say, potentially by analysing the data on for example specific articles that may be of interest to the visually impaired community you would be able to see if there are any bounce backs which might indicate a user clicking on that article and immediately clicking back.

Google analytics is a great tool for improving any website, so the user experience is better for all.

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## How

Simply set up your account here and follow instructions [>>>>>](#)

Google once you have completed all the steps need you to add this code to the head of your website just before the body:

```
<!-- Google tag (gtag.js) --> <script async  
src="https://www.googletagmanager.com/gtag/js?id=G-YOUR-  
ID"></script> <script> window.dataLayer = window.dataLayer ||  
[]; function gtag(){dataLayer.push(arguments);} gtag('js', new  
Date()); gtag('config', 'G-YOUR-ID'); </script>
```