

## Analytics

Jennifer M - 2021-01-27 - SEO and Analytics

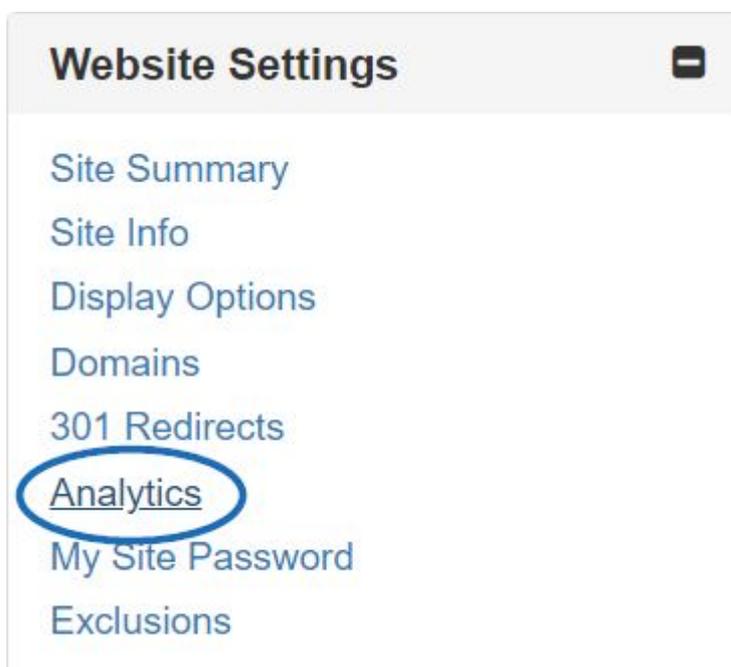
To link your ESP Website with a [Google® Analytics](#) and/or [Google® Tag Manager](#) account, go to the Analytics section of the Website Settings.

### How do I get to the Website Settings - Analytics section?

Log into the ESP Websites Admin and click on the Edit Site button.



From the options on the left, expand the Website Settings section and click on the Analytics option.



## Link to Google® Tag Manager Account

If you have a Google® Tag Manager account and would like to link it to your ESP Website, you can do so by checking the Enable Google Tag Manager Service checkbox and then entering the Container ID in the available box.

### Google Tag Manager

[Google Tag Manager](#) supports all tags and has easy-to-use turnkey templates for a wide range of Google and third-party tags — for web and mobile apps. Marketers can add or change their own tags as needed and a campaign can be underway with just a few clicks.

Enable Google Tag Manager Service

Container ID

**Note:** If you do not have a [Google Tag Manager](#) account, you can [create one](#) for free.

Lastly, click on Save and then click on the Make Changes Live link.

## Websites for Suppliers

<https://suppliercompany.espwebsite.com> (10W0)

Preview

View Live Site

Make Changes Live

## Link to Google® Analytics Account

If you have a Google® Analytics account and would like to link it to your ESP Website, you can do so in the Analytics are of the Website Settings. Check the Enable Google Analytics Service and enter your account number.

### Analytics

Enable [Google analytics](#) to gather site visitor statistics, i.e hit reports. This information is invaluable for creating an effective website that meets the needs of your customers. Go to [Help](#) to learn more about this topic. Click Save when complete.

Enable Google Analytics Service

Account ID

123456789

Turn on Ecommerce and Enhanced Ecommerce from your google analytics account. [Help](#)

Save

**Note:** If you do not have a [Google Analytics](#) account, you can create one by clicking on the Create an account button on the Google® Analytics home page.

Lastly, click on Save and then click on the Make Changes Live link.

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