Google Analytic Help

Configuration > System > Google Analytics > Web Property ID => UA-16198946-1
 => To be used in GTM as Variable constant gaAccount

Configuration > System > Google Tag Manager > Contained ID => GTM-KVRNCC
 *** This will track the Druple site only. http://web.library.yale.edu [1]
 *** If not see GTM, need to enable the module (Statistics > Google Tag Manager)

For GA account user, use this tool (Account Explorer [2]) to search or browse through your accounts, properties, and views, See what accounts you have access to, and find the IDs that you need for the API or for another tool or service that integrates with Google Analytics.

References

- Google Analytics at Yale [3]
- Data Analytics in Library [4]
- Google Analytics Help [5]
- Google Analytics Academy Online Course [6] (Google Tag Manager Fundamentals, Digital Analytics Fundamentals)
- Practical Google Analytics and Google Tag Manager for developer [7]

Source URL:https://web.library.yale.edu/lit/sr/ga-help

Links
[1] http://web.library.yale.edu [2] https://ga-dev-tools.appspot.com/account-explorer/ [3] http://guides.library.yale.edu/ga/defs [4] https://web.library.yale.edu/ga [5] https://support.google.com/analytics [6] https://analytics.google.com/analytics/academy/ [7] http://www.books24x7.com/marc.asp?bookid=104364