Google services in eCommerce
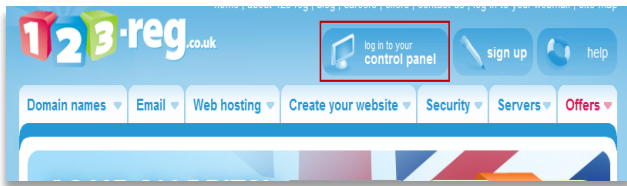

Read our Blog: http://123-reg.co.uk/blog/

View our support site http://123-reg.co.uk/support/

Follow us on Twitter: https://twitter.com/123reg
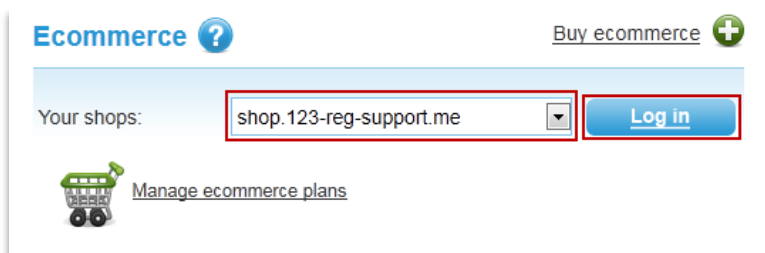
Logging In

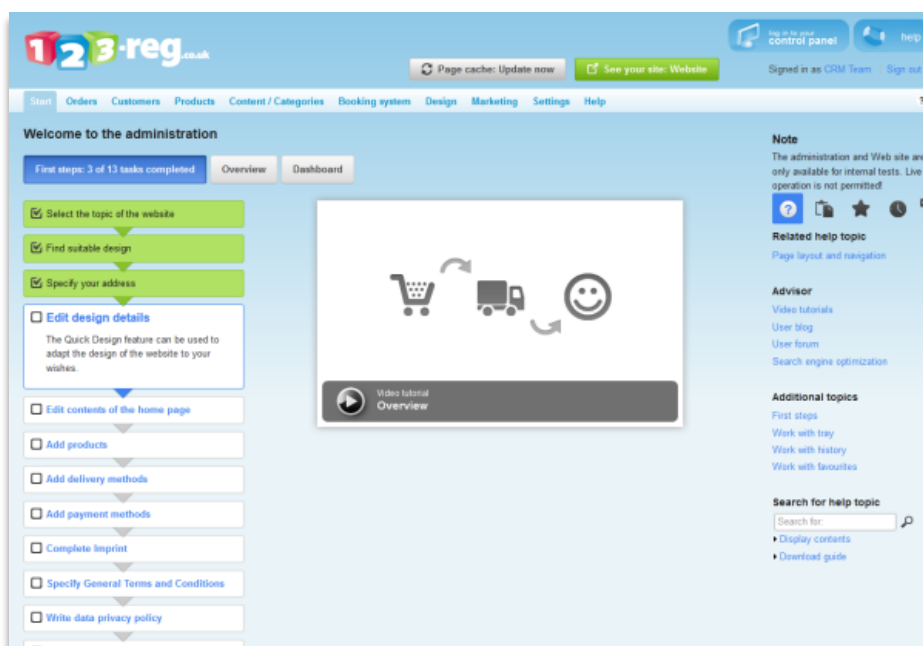**1.** Log into your <u>123-reg control panel</u>

2. Enter your 123-reg username and password.

3. Scroll down to the **Ecommerce** section of your control panel, select the shop that you wish to manage from the dropdown list and click on the **Log in** button to the right.

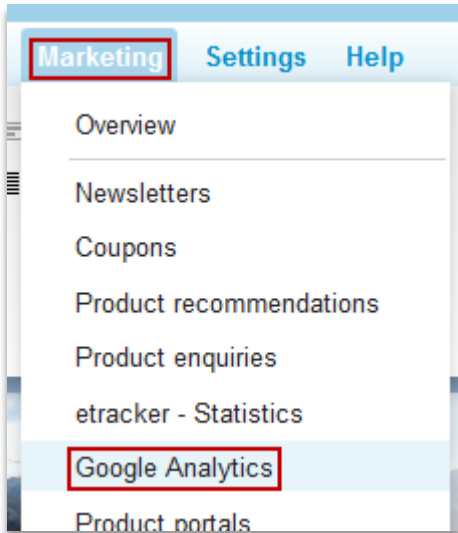**4.** You will now be at the admin console.
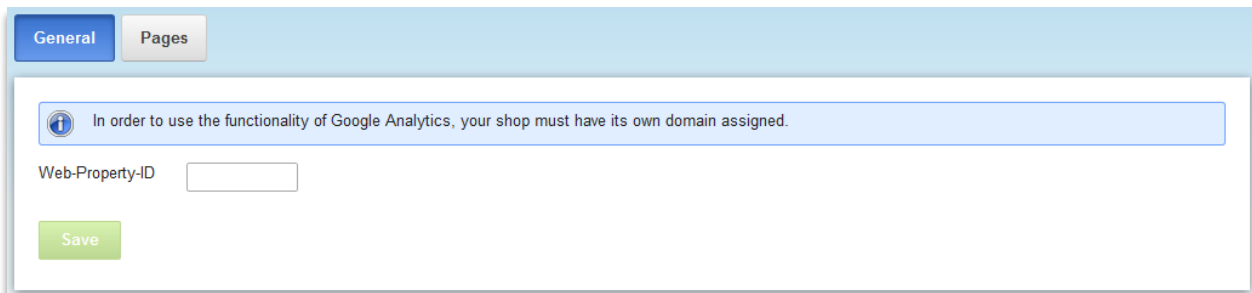
Setting up Google services with your shop

If you want to register your shop with Google, use Google Analytics or Google AdWords. You can do this from the **Marketing** section of your eCommerce shop.
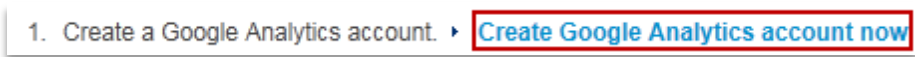
Google Analytics

1. To setup Google Analytics click on **Marketing** then select **Google Analytics**.

This will then take you to the following page.

2. You will need a Google Analytics account, if you do not have one you can create one by clicking on the **Create Google Analytics account now** link.

This will take you to Google where you can sign up for an account to access the Analytics service.

3. You then need to get your Web Property ID from your Google account.

Tracking Code Configuration

Tracking Status Information

Web Property Name demo ecommerce

Website URL http://shop.123-reg-support.me/

Web Property ID UA-26433970-1

Tracking Status **Tracking Not Installed** Last checked: Dec 31, 1969 4:00:00 PM PST
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

4. This is then added to the eCommerce package in the **Web-Property-ID** field, press **Save** to continue.

Web-Property-ID   UA-2643370-1

Save

5. It is advisable to read the Google Analytics terms of use and to modify your shops privacy policy that your customers can read.

6. Then follow the steps to add your site to Google webmaster tools and obtain the meta tag option to verify your site. To add the meta tag click the **Add META tag** link.

5. Sign in to the Google Webmaster Tools using your Google account
6. Click "Add Website" and enter the URL of your shop. Click "Next".
7. Select the confirmation method "Meta tag" and add the provided meta tag into the HTML head area. ▸ **Add META tag**

7. This will take you to the section of the eCommerce website where you enter meta tags into the header area of your shop. Enter the meta tag and then press the **Save** button.

| Presentations | Status | Advanced settings |

Via the HTML Head area you can extend the source text of all pages of your website. This area is not visible to users.
It is recommended that only experienced users carry out extensions. The inclusion of code containing errors can hinder the functionality of your website. After any change, always carefully check the function of your website.
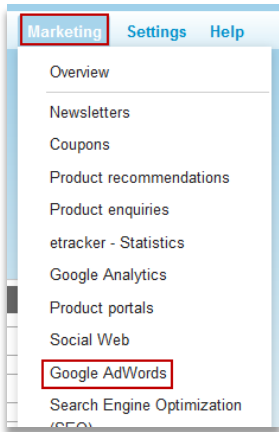
HTML Head area

Save

8. In order for these changes to be published online you will need to update the page cache.
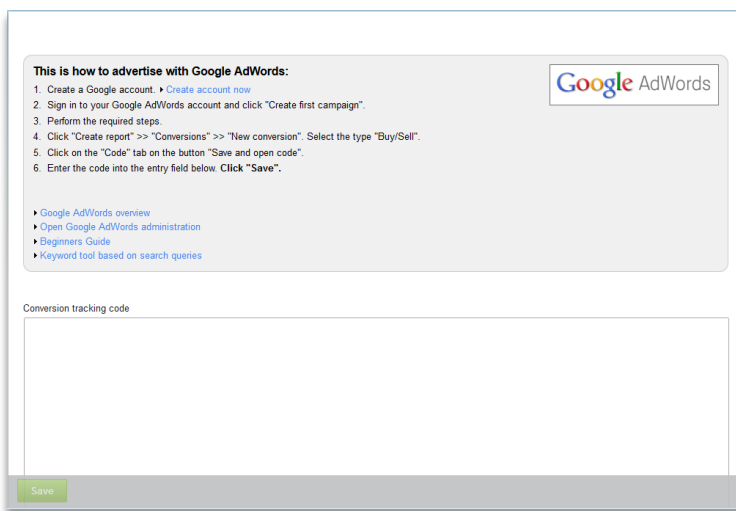

↻ Page cache: Update now   ◱ See your site: Website

Google AdWords

1. To setup Google AdWords, click on **Marketing** then select **Google AdWords**.

2. This will open up the following page.

3. Follow the steps to create your AdWords campaign and obtain your conversion tracking code, then paste it into the field and press the **Save** button.

That is all you need to do in order to set these Google services up on your eCommerce account.

Further Guides in the eCommerce series.

Includes guides on:
- Payment methods
- Delivery settings
- Products, Product Variations and Product Bundles
- Newsletters and Marketing
- The booking system

And many more….

These can be downloaded from http://www.123-reg.co.uk/support/