

Install and configure the Google Analytics Integration

How to use Google Analytics for Stack Overflow for Teams Enterprise reporting.

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Applies to: Free Basic Business Enterprise

ADMIN PRIVILEGES REQUIRED

This documentation is for **Stack Overflow for Teams Enterprise**. Free, Basic, and Business users can access their documentation [here](#). [Find your plan](#).

Overview

Google Analytics (GA) is the largest analytics platform for websites, and you can use it to track historic and real-time activity on your Stack Overflow for Teams Enterprise (SOE) site. Google Analytics will give you insights into your site's pageviews, sessions, unique users, and more.

NOTE: Google stopped supporting Universal Analytics (GA3) on July 1, 2023. If your site is using GA3, you'll need to migrate to GA4.

Set up Google Analytics GA4

The first step in setting up your site for GA4 depends on whether you're already using GA3.

To migrate from GA3 to GA4, follow Google's GA4 [migration guide](#).

To set up GA4 for the first time, follow [these instructions](#) to set up a Google Analytics account and get a Measurement ID.

With your new Measurement ID ready, follow these steps:

1. While logged into your SOE site as an administrator, go to `https://[your_site]/developer/site-settings/edit?name=Site.AnalyticsGA4Key` and set `Site.AnalyticsGA4Key` to your new **Measurement ID**.
2. Go to `https://[your_site]/developer/site-settings/edit?name=Site.AnalyticsTracking` and make sure `Site.AnalyticsTracking` is **True**.
3. Reload your SOE site in your browser, then check your Google Analytics dashboard to make sure it's recording traffic.