

## Visitor Traffic Reporting for real.leads Websites

Real.leads websites (both office and premier agent) experience a large volume of visitor traffic from many sources – referrals from [www.remax.com](http://www.remax.com), the region website, direct access through local office & agent URLs, search engine referrals – as well as return visitors from all those sources. To gain an understanding of how each of these contributes to your real.leads results, it may be helpful to occasionally analyze your visitor traffic.

Through a partnership with Google Analytics, a RE/MAX preferred supplier, you can view detailed reports on your website traffic and activity. This service is available at no additional cost. To learn more about this option, visit the Google Analytics website at <http://www.google.com/analytics> and click the **Product Tour** link.

To enable Google Analytics on your real.leads website, do the following:

1. You first need to a Google account to use Google Analytics. If you do not have one, you can create a free account here: <https://www.google.com/accounts/NewAccount>

This signup process will send an email to you to confirm your account. As soon as you activate the account by clicking on the link in that email, you are ready to register your website with Google Analytics.

2. Sign in to Google Analytics at <http://www.google.com/analytics>. On your first visit to Analytics, you must register your site to track visitors. To do this, click on the **Sign Up** button.

On the subsequent form, use must register your website with the primary domain (URL) of your website. If you have multiple domains pointed to your site, you can determine your primary domain by visiting [www.REMAX-NewYork.com](http://www.REMAX-NewYork.com) and searching for your office (or agent for premier). Your primary website URL is listed with your office/agent name.

When entering the website URL, make sure and enter the primary domain name with the “www.” at the beginning.

3. After registering your real.leads website URL, you will be presented with a “code block” to insert into a webpage. Copy that code block and paste it into an email, sending it to [support@realleads.net](mailto:support@realleads.net). Include your office name and/or premier agent account name in the subject.

Real.leads support will add this code to your website and Google will start collecting user data about your visitors for you. Once we add the code, it may take **up to 24 hours** for Google to detect the code on the site and to start collecting data.

At any point, you can return to the Google Analytics website, sign in and view reports and statistical summaries of your visitor traffic and activity. You can start from the “Dashboard” and drill down to the areas that interest you (visitors, traffic sources, content or goals).

Help resources are available on the Analytics website to help you interpret the information presented.