

# Add Google Analytics or Google Tag Manager

## Integrations and API

Send your help center's traffic to Google Analytics 4 or Google Tag Manager, next to HelpCenter.io's built-in statistics. You add Google's code once in the template editor, and it runs on every page of your help center.

**Who can do this:** Owners and Admins (Editors through **Customize** on your help center) · **Plans:** All plans

## Add Google Analytics 4

You need your measurement ID from Google Analytics. It looks like G-XXXXXXXXXX.

1. In the left menu, click **Template editor**, then open **Advanced**.
2. Under **Script injections**, click **External script**.
3. In **Source URL**, paste `https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX` with your own measurement ID at the end.
4. In the position menu, choose **End of <head>**, and give the script a label, such as "Google Analytics".

All changes saved

Publish

ish (default)

Select to edit

Previewing: Home

Open in new tab

Brand

Theme

Theme gallery

Pages

Navigation

Advanced

Version history

HELP CENTER

Can we help?

Little less searching, a little more doing.

Ask AI

Join your team

Find an invoice

Home Dock charger

Use, update and look after your Home Dock charger.

7 articles

CUSTOM CSS

Custom CSS and third-party script tags. Be careful — these can break your site if misconfigured.

Compass · Brand and footer

:root { --compass-font: var(--hc-fon...

Edit

Compass · Search, topics and

.hc-hero { --hc-hero-fg: var(--hc-co...

Edit

Compass · Outline icons

.hc-card-list i.fa-rocket::before, ...

Edit

Compass · Reading and inner

.hc-region-main .hc-breadcrumbs { ma...

Edit

1 In Advanced, under script injections, click External script

Each script has a label, a position and its own settings.

- Click **Inline script**, choose **End of <head>** as its position, and replace the text in **Inline body** with this code, using your measurement ID:

```
window.dataLayer = window.dataLayer || [];  
function gtag(){dataLayer.push(arguments);}  
gtag('js', new Date());  
gtag('config', 'G-XXXXXXXXXX');
```

6. Click **Publish**, then **Publish** again to confirm.

Paste only the JavaScript in **Inline body**: HelpCenter.io wraps an inline script in `<script>` tags for you.

Prefer to paste Google's snippet exactly as Google gives it? Click **HTML snippet** instead of the two scripts, paste the whole snippet, and choose **End of <head>**. HTML snippets appear on the page exactly as you enter them.

## Add Google Tag Manager

Tag Manager gives you two pieces of code. Add each as its own HTML snippet:

1. In the template editor, open **Advanced** and under **Script injections**, click **HTML snippet**.
2. Paste the first piece, the one that starts with `<script>`, and choose **Start of <head>**.
3. Click **HTML snippet** again, paste the second piece, the one that starts with `<noscript>`, and choose **Start of <body>**.
4. Publish your design.

## Verify your help center in Google Search Console

Choose the HTML tag method in Search Console and copy the `<meta name="google-site-verification" ...>` tag. In the template editor, click **HTML snippet**, paste the tag and keep

the position **End of <head>**. Publish your design, then go back to Search Console and verify.

## Good to know

- **Nothing runs until you publish.** Scripts are part of your design, so they go live with your next publish. See [Publish your design](#).
- **Limit a script to some pages** with **Run only on specific pages...**: pick **Home**, **Category**, **Article**, **Search**, **Contact** or **Not found**. Leave it empty to run on every page.
- **Switch a script off** without deleting it by unticking **enabled**, then publish.
- **Consent is up to you.** Google Analytics and Tag Manager can set cookies. If your visitors must agree to analytics first, add your consent banner or consent tool along with the tags.
- **Built-in statistics need no setup.** HelpCenter.io already counts visitors, searches, article views and ratings. See [Read your help center statistics](#).

## Troubleshooting

**Google Analytics shows no data.** Check that you published your design, that **enabled** is ticked on both scripts, and that the measurement ID is the same in the **Source URL** and the inline code. Then open your help center and look at the Realtime report in Google Analytics.

**The inline script doesn't run. Inline body** takes JavaScript only. If you pasted Google's `<script>` tags into it, remove them, or use an HTML snippet for code that includes its own tags.

## Related articles

- [Add analytics and other scripts](#)
- [Read your help center statistics](#)
- [SEO settings for your help center](#)