

Your Matomo getting started checklist

Six steps to set up tracking, see real data, and measure your first conversion. Tick them off as you go.



Step 1

Set up tracking

Add your site, pick a method (Tag Manager, JavaScript or a CMS plugin) and install the code.

Done when: tracking is live on your site.



Step 2

See your first visitors in real time

Open Visitors, then Real-time. Visit your own site and watch your visit appear.

Done when: you can see your own visit.



Step 3

Set up privacy the right way

Review what you collect, choose your consent approach and set your data retention.

Done when: your essential privacy settings are configured.



Step 4

Read your first reports

Learn the logic: Visitors (who), Behaviour (what), Acquisition (where). Then find one useful insight.

Done when: you found your first insight.



Step 5

Track your first conversion

Create one goal that matters to you: a signup, a contact, a download or a purchase.

Done when: one conversion is measured.



Step 6

Build your dashboard

Start from the default dashboard and add two or three widgets you will actually reuse.

Done when: your key reports live in one view.

That is your Matomo essentials set up

Pick one direction when you are ready. No need to do them all at once.

Bring your team in

Invite users and set access levels

Measure your campaigns

Track marketing with UTMs

Understand journeys

Explore funnels, heatmaps and A/B testing

Keep learning

Guides and tutorials in the Resource Hub

Stuck? We are here to help.

[Support](#)

[Knowledge Base](#)

[Resource Hub](#)

[Webinars](#)