

<https://shopfactory.deskpro.com/en-GB/kb/articles/en-adding-custom-html-codes-within-body-head-sections-or-on-the-front-page-of-the-site>

In ShopFactory, Google Analytics dialog box uses the <head> element so this is where you need to add the favicon link tag.

Note: You can add any custom html in this GA code window, where, the custom html code must be added within the **<head>** section for all pages. (This window is not solely for Google Analytics code.) You can add any html code that needs to be added within **<HEAD>** section.

- Open your shop in ShopFactory
- At the left tree menu, click on **ShopFactory Central** page (if you're not already there)
- Click on "Search Engine Optimization (SEO)" button
- At the popup window, select *Website Analytics* -> and click inside the **"Google Analytics code"** box
- Paste the chat widget in the Google Analytics box

Note: If you have an existing Google Analytics code in there, make sure you add the chat widget below the existing html code to ensure you don't break the existing Google Analytics code in there.