Sometimes, while using Analytics or any other browser-run software, you will come across a situation in which you know data has changed, but the browser continues to show you what you know to be old information. It’s at times like this that it’s helpful to know how to clear the browser cache.

Cache – short-term memory in the browser – stores old versions of pages in its memory. The browser will show you that old page rather than running it again from scratch. Closing and reopening the browser will sometimes be enough to “kickstart” the report. When that simple process doesn’t work, clearing the cache will definitely delete those memorized reports.

For Internet Explorer:

1. Click the Tools menu in the upper-right corner of the browser. If you don’t have a Tools menu, you should have an icon that looks like a gear. Click that.
2. Select Internet Options from the bottom of the menu.
3. In the Browsing History section, click the Delete... button.
4. On the Delete Browsing History screen, uncheck the first box (Preserve Favorites website data) and check the next four boxes.
5. Click the Delete button. The browser will clear the cache, which may take a couple of minutes.
6. Wait for the notice which should appear at the bottom of your screen telling you the deletion is complete. It will read “Internet Explorer has finished deleting the selected browser history.”
7. Click OK on the Internet Options screen.
8. Close and reopen the browser.

For Mozilla Firefox:

1. Press the ALT key on your keyboard to see the menu.
2. Click the History menu and choose Clear Recent History...
3. On the Time range to clear, select Everything.
4. In the Details section, check the first four options.
5. Click Clear Now, and wait for a few moments for the cache to be cleared.
6. Close and reopen the browser.

For Google Chrome:

1. Click the Customize button in the upper-right corner of the screen.
2. Select Tools > Clear Browsing Data from the menu.
3. Select the beginning of time on the Obliterate the following items from selection box.
4. Be sure the first four items in the list are selected.
5. Click Clear Browsing Data, and wait for a few moments for the cache to be cleared.
6. Close and reopen the browser.

Analytics should now show you a refreshed version of the report or dashboard page you were working with. If clearing the cache hasn’t worked by itself, you should next try clearing the cache then restarting your computer. It really does work. Give it a try.