



# Google Analytics Playbook

Version 0.92

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## Google Analytics Overview

Google Analytics is a service that generates detailed statistics about a website's traffic, traffic sources and measures conversions.

CrownPeak subscribers that have any of the following needs, should consider leveraging Google Analytics:

Track website's traffic and information on a detailed scale

Google Analytics provides features that enable content teams to effectively leverage their investment in CrownPeak to meet these challenges.

## Google Analytics Benefits

Ability to view data available on a detailed scale that is defined by an author: A few include:

- Page Views
- Event Tracking
- Conversion Tracking
- Goal Tracking

Help the business determine what campaigns are working based on the information gathered, and re-design the ones that need additional development

## Google Analytics Configuration

Google Analytics can be configured to support many different processes. Before starting the configuration, it is beneficial to solidify the scope of the configuration.

- a) Will basic Google Analytics be enabled for a site?
  - i) Page Tracking?
  - ii) Event Tracking?
    - (1) Based on some event. (JavaScript driven)
      - (a) What Event will be used?
        - (i) Most Viewed?
        - (ii) Most Clicks?
        - (iii) Most Video Plays?
- b) Is there any custom integration?
  - i) Custom Widgets?
  - ii) Page Specific layouts?
  - iii) Custom information driven by defined events?
  - iv) Custom Page presentation based on derived information?
- c) Will the CMS dashboard be enabled to use Google Analytics?

## Configuring Google Analytics

Once the Business Process is understood, configuring Google Analytics will be configured in the following way:

### Presentation Layer

#### Basic Tracking Code - Enable Google Analytics on a site

##### Basic Page Tracking

Google Analytics administrator provides tracking identifier in the format of:

**UA-XXXX-Y,**

Embed code snippet into code of every page client wants to track with respective identifier

#### *Analytics.js*

- \*The analytics.js JavaScript snippet is a new way to measure how users interact with your website. It is similar to the previous tracking code, ga.js, but offers more flexibility for developers to customize their implementations.
- \*The analytics.js snippet is part of Universal Analytics, which is currently in public beta. New users should use analytics.js. Existing ga.js users should create a new web property for analytics.js and dual tag their site. It is perfectly safe to include both ga.js and analytics.js snippets on the same page.

```

<!-- Google Analytics -->
<script>
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
    (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
    m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

  ga('create', 'UA-XXXX-Y', 'auto');
  ga('send', 'pageview');
</script>
<!-- End Google Analytics -->

```

#### *Ga.js*

```

<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXX-X']);
  _gaq.push(['_trackPageview']);

  (function () {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>

```

Embed is accomplished by adding it to the global configuration file and having every page reference the information

It is recommended to use a common include or template to embed the code instead of manually adding it to every page

### Basic Event Tracking

The ability to send an event to Google Analytics when a particular browser event occurs. To do this, you configure a browser event listener and from within that listener, call the **event** command

#### Analytics.js

```
<button onclick="ga('send', 'event', 'Analytics Js', 'click', 'analytics js button');">Button</button>
```

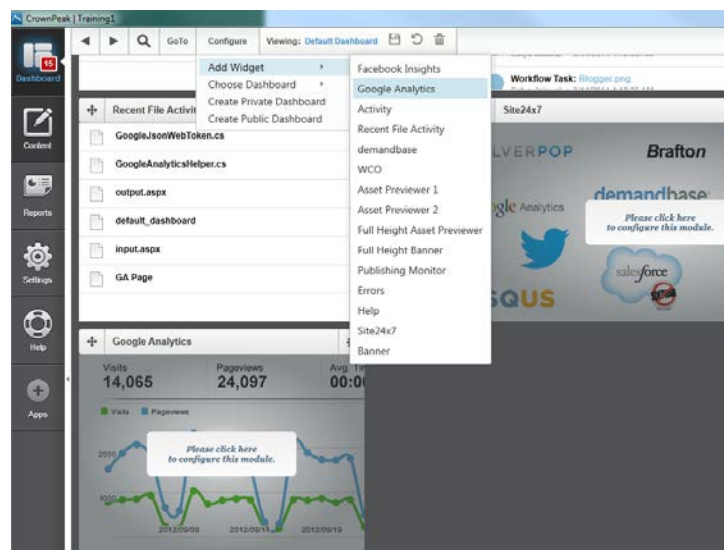
#### Ga.js

```
<a href="#" onclick="_gaq.push(['_trackEvent', 'Ga Js', 'click', 'ga.js button']);">Play</a>
```

- Category = 'Analytics Js'
- Action = 'click'
- Label = 'analytics js button'

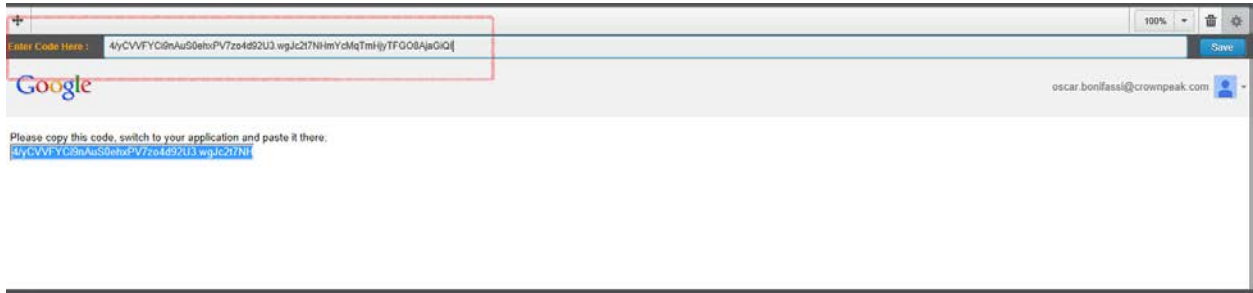
### CMS Layer – Basic

- Enable Google Analytics in UI Dashboard
- Ensure Dashboard is set up for specific instance
- Submit Jira ticket to verify with the Engineering team
- In the dashboard section, select > Configure > Add Widget > Google Analytics

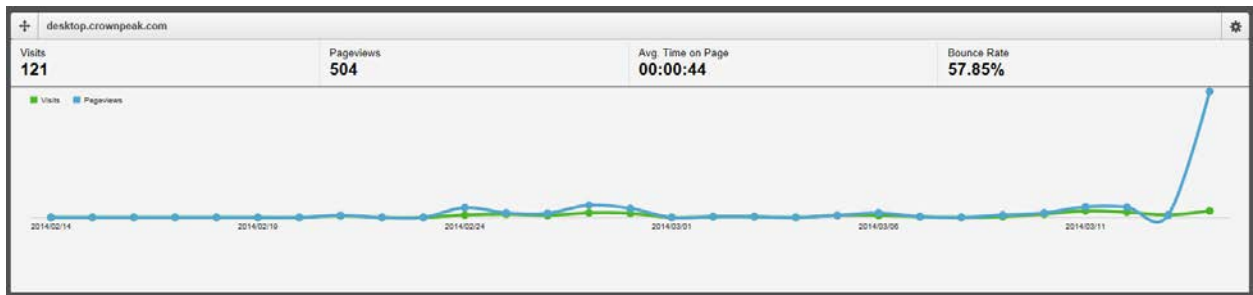


- Click on the newly created widget

- Enter Google credentials
- Select > Accept
- Copy auto generated code in the input field labeled "Enter Code Here:" and select > Save



- Select respective **account, property, and profile**
- Select > Save



## CMS Layer - Advanced

### Setup Access to Google API for Analytics Data

1. Go to the Google Cloud Console

<https://accounts.google.com/ServiceLogin?service=cloudconsole&passive=true&continue=https%3A%2F%2Fcloud.google.com%2Fconsole&ltmpl=cloudconsole>

2. Login
3. Click Create Project
4. Give your project a Project Name and Project ID
5. Agree to the terms and conditions

You will need to verify your account through an SMS text message. Google will send you a verification code to your mobile phone to verify your account

6. Once you get the code type it into the next screen
7. Hit Create Project
8. Once the project is created navigate to APIs & auth > Credentials
9. Click on the CREATE NEW CLIENT ID

10. Select > Service Account > then Create Client ID

A modal popup will appear and a Private Key will be downloaded to your local machine. Store the private key in a safe place. On the same screen also note the private key's password

11. After that is done click > Okay, got it. That will close the model

You'll notice the following information is now available on the screen. Write these down

- the email address
- the public key fingerprint

12. Next on the left hand column go to APIs & Auth > APIs and click on the Analytics API link

13. Hit the Off button and the button should toggle to on so that the Analytics API is enabled.

14. Add the API Information

15. Log into Google Analytics

16. Click on Admin on the top navigation menu

17. Click on User Management

18. Down below there should be a text-box with the label 'Add permissions for':

19. Enter the email address from step *P* above into this text-box and select Read & Analyze

20. Get your Google Analytics Profile Id

If you log into your google analytics account, the profile id can be found in the URL after the letter p marked by XXXXXXX in the example URL below:

<https://www.google.com/analytics/web/?hl=en#home/a1566426w2131013pXXXXXXX/>

The following information will need to be provided to the developer after all the steps have been completed:

- Private keys password
- The downloaded private key file
- The service account email address
- The public key fingerprint
- The Google Analytics profile ID



## Using Google Analytics

Once the configuration is complete, CrownPeak will conduct user training as a part of User Acceptance testing.

CrownPeak will review Google Analytics in the context of the business process, confirming the proper operations for:

- Reviewing and managing all available traffic reports in the analytics administration account.
- Managing any custom integrations using the analytics information gathered within the CMS.
- Any issues or additional changes requested will be processed as a part of the final configuration tuning.

Once the User Acceptance Testing is completed, normal operations will commence, the configuration project will end, and operations will be supported by CrownPeak's Absolute Service team.

## Notes and Additional Information

More information can be found in:

<https://support.google.com/analytics/#topic=3544906>

## Implementation Guidelines

In general, a Google Analytics project takes about 4 hours to configure from a business process specification. Gathering the business requirements may take as much as 4 hours depending on documentation levels required. UAT and tuning the configuration may add 4 hours to an existing UAT, or may require 4 hours for a stand-alone configuration as: 1 hours of training, 3 hours of support across a 5 day UAT window.

## PlayBook Notes

Frequently Asked Questions:

[https://support.google.com/analytics/answer/3424287?hl=en&ref\\_topic=3424286](https://support.google.com/analytics/answer/3424287?hl=en&ref_topic=3424286)