

Chapter 28 - Web site Tracking with Google Analyticator

Google Analyticator Summary

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Google Analyticator Features

- Version: 2.2
- [Other Versions »](#)
- Last Updated: 2008-9-19
- Requires WordPress Version: 2.3 or higher
- Compatible up to: 2.6
- [Author Homepage »](#)
- [Plugin Homepage »](#)
- [Donate to this plugin »](#)
- [FAQ](#)

Download Link: <http://downloads.wordpress.org/plugin/google-analyticator.2.2.zip>

First, Google Analytics allows you to track your site users and usage. This proves critical to keeping people coming back again and again.

Second, I use it to track which sites are driving traffic to me. This tells me which methods are working and the ones that aren't.

Third, it tells you how any people are downloading content from your site. I can tell if people are interested in what I'm offering or not.

Fourth, it lets me know which countries my visitors are coming from, what browser they are using and the operating system as well. I use this to determine which languages I should support in future products. Also, I use the browser information to tell me which browsers to test my pages on and make sure they look good and work as they should.

Trust me; no two browsers are the same. Test on the ones your visitors and customers use all the time.

9 Steps to Setting up a Google Analytics and the WordPress Google Analyticator Plug-in

1. Go to [Google Analytics](https://www.google.com/analytics/)(<https://www.google.com/analytics/>) and sign up for an account. You will need to complete these sections to complete the registration. It only takes a few minutes and is well worth the information you get from it.
 - a. General Information
 - b. Contact Information
 - c. Accept User Agreement
 - d. Add Tracking
2. Write down the Google Analytics UID code. It should look something like “UA-11111-1” It will need to be added to the Google Analyticator plug-in. This UID validates that you actually own the site being tracked.
3. Download Google Analyticator from <http://wordpress.org/extend/plugins/google-analyticator/>
4. Unzip the file to the local drive
5. Copy the **google_analyticator** folder to the **wp-content/plugins/** directory with your FTP program
6. Login as **Admin** into WordPress and activate the **Google Analytics** from the **Plugins** tab.
7. Go to **Settings, Google Analytics** and enable “**Google Analytics logging is**”.
8. Enter your **UID**.
9. **Save** your settings and the tracking code will be copied to your pages.

Step 2 - Google Analytics Tracking Code

Google Analytics | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: steve-casey.com | My Analytics Accounts:

Analytics Settings > Tracking Code

Tracking Code

Tracking Status Information

Profile Name: steve-casey.com
Website URL: http://steve-casey.com
Tracking Status:

✳️ Waiting for Data
Analytics has been successfully installed and data is being gathered now.

Instructions for adding tracking

New Tracking Code (ga.js) | Legacy Tracking Code (urchin.js)

Copy the following code block into every webpage you want to track immediately before the `</body>` tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of reports and features available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "analytics.com/ga.js' type='text/javascript'" + ">"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-XXXXXXXX-XX");
pageTracker._trackPageview();
</script>
```

Google Analytics UID code.

Common Questions

- [How do I add tracking code to my website?](#)
- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [How long does it take to see report data after adding the tracking code?](#)
- [What do the different 'Tracking Status' messages mean?](#)

Step 6 - Activate the Plugin

Dashboard Howdy, [admin!](#) | [Log Out](#) | [Help](#) | [Forums](#)

Steve Casey [Visit Site](#)

[Write](#) [Manage](#) [Design](#) [Comments](#) [Settings](#) **[Plugins](#)** [Users](#)

[Plugins](#) [Plugin Editor](#) [Akismet Configuration](#)

WordPress 2.6.1 is available! [Please update now.](#)

Plugin Management

Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

[Deactivate All Plugins](#)

Plugin	Version	Description	Status	Action
Akismet	2.1.4	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under "Comments." To show off your Akismet stats just put <code><?php akismet_counter(); ?></code> in your template. See also: WPStats plugin . <i>By Matt Mullenweg.</i>	Active	Deactivate Edit
There is a new version of Akismet available. Download version 2.1.6 here or upgrade automatically .				
FeedBurner FeedSmith	2.3.1	Originally authored by Steve Smith , this plugin detects all ways to access your original WordPress feeds and redirects them to your FeedBurner feed so you can track every possible subscriber. <i>By FeedBurner.</i>	Inactive	Activate Edit
Google Analyticator	2.1.2	Adds the necessary JavaScript code to enable Google's Analytics . After enabling this plugin visit the options page and enter your Google Analytics' UID and enable logging. <i>By Ronald Heft, Jr..</i>	Inactive	Activate Edit

Click here to activate the plugin.

Step 7 & 8 - Enable Logging and Enter UID

The screenshot shows the WordPress dashboard for 'Steve Casey'. The top navigation bar includes 'Settings' and 'Google Analytics', both circled in red. Below the navigation is a yellow banner for WordPress 2.6.1. The main content area is titled 'Google Analytics Options' and is divided into 'Basic Options' and 'Advanced Options'. In the 'Basic Options' section, the 'Google Analytics logging is:' dropdown is set to 'Disabled', highlighted by a red box and a callout bubble that says 'Select Enabled to start Google Tracking.'. Below it, the 'Your Google Analytics' UID field is empty, with a callout bubble saying 'Enter your Google Analytics UID.'. The 'Advanced Options' section includes 'WordPress admin logging' (Enabled), 'Footer tracking code' (Disabled), 'Outbound link tracking' (Enabled), and 'Download extensions to track' (empty field).

Trade Secret: You can disable WordPress Admin Logging tracking under the Google Analytics plugin page. This will help to make you stats more accurate. See Figure 16-4.

Trade Secret: You can enable download tracking in the Google Analytics plug-in page. In the field “Download extensions to track” enter in the extensions of your files. These can be pdf, doc, mp3 or any other file extension for downloads. I use this to see how many of my sample chapters are being downloaded from my site. See Figure 16-5.

Checking Google Analytics Status

I like to go back to Google Analytics and see if why updates were made and the code was installed correctly.

3 Steps to Checking Your Analytics Account

1. Login to **Google Analytics** (<http://www.google.com/analytics/>)
2. On the top right side of the page **select your site name** from the My Analytics Accounts drop down window. See Figure 16-6.
3. At the bottom of the page will be the current status for the site. In this example Google is waiting for data. It takes about 24 hours for the data to update in Analytics. So go to bed and rest, you have worked hard today.

Step 3 – Checking Tracking Code Status



Additional Google Analytics Information

Google offers a wealth of information of Google Analytics and it is all FREE just like the application.

Check out Google's Conversion University - <http://www.google.com/analytics/conversionuniversity.html>

There are all kinds of reports on how to setup goal, drive traffic to your site, and track your keywords.

Additional Google Analytics Plug-in Options

Google Analytics and Feedburner Reports plugin for WordPress - <http://tantannoodles.com/toolkit/wordpress-reports/>

Google Analytics - <http://www.semiologic.com/software/marketing/google-analytics/>

Ultimate GA - <http://www.oratransplant.nl/uga/>