Advanced GW Drupal: Configuring Additional Google Analytics Trackers

Description:

Learn how to configure one or more additional Google Analytics trackers on your GW Drupal site.

This reference guide is for:

- Content Contributors
- Content Supervisors
- Site Administrators

GW Drupal Reference Series:

- GW Drupal Foundation
- Daily GW Drupal
- Advanced GW Drupal
Configuring Additional Google Analytics Trackers

Background

All GW Drupal sites are tracked in the main GW Google Analytics account by default. However, departments interested in regularly viewing their analytics and running their own reports are encouraged to set up their own Google Analytics tracking number. Instructions for creating and implementing a second tracker are below.

Creating your Google Analytics Account

Visit http://google.com/analytics and click on Create an account.

Log in with your personal Google Account, or create a new Google Account. Please note that at this time GW Google Accounts (netid@email.gwu.edu or netid@gwmail.gwu.edu) do not work with Google Analytics.

Once logged in, click on the Admin tab.
Configuring Additional Google Analytics Trackers

Click the New Account button.

Complete the form and agree to the terms of service. The Data Sharing settings can be checked or unchecked based on your personal preference and site needs. Click the Create Account button to continue.
The following page will provide you with your Google Analytics Tracking ID number. This is the number you will need to configure the tracker on GW Drupal.
Configuring your tracker on GW Drupal

Only Site Administrators have access to the Google Analytics configuration page. If you are a Content Contributor or Content Supervisor, please contact your Site Administrator for assistance.

1. **Log in** to your GW Drupal site
2. **Navigate to** Configuration > System > Google Analytics

Scroll to the bottom of the Google Analytics page and **click on Advanced Settings** and then **Custom Javascript Code**.
Add the following code into the “Code Snippet (after)” field, replacing “UA-XXXXXXX-X” with your own tracking id number.

```javascript
_gaq.push(['t2._setAccount', 'UA-XXXXXXX-X']);
_gaq.push(['t2._trackPageview']);
```

Click Save Configuration to save your changes. Your pages will now be tracked in both the main GW Google Analytics account and your individual account.

If you would like to add additional trackers, follow the same code format but increment the “t2” field as many times as needed:

```javascript
_gaq.push(['t3._setAccount', 'UA-XXXXXXX-X']);
_gaq.push(['t3._trackPageview']);
_gaq.push(['t4._setAccount', 'UA-XXXXXXX-X']);
_gaq.push(['t4._trackPageview']);
```

For further instructions on using Google Analytics, visit Google’s help pages at http://support.google.com/analytics/?hl=en_US.