



[blogs.ed.ac.uk](https://blogs.ed.ac.uk)

# Google Analytics + (using University property)

Workbook

Edition #1.1  
March 2019



## Contents

<b>1. Information to consider .....</b>	<b>1</b>
Advantages: .....	1
Disadvantages: .....	1
<b>2. Prerequisites .....</b>	<b>1</b>
<b>3. Enable the Google Analytics + plugin .....</b>	<b>1</b>
<b>4. Add the University tracking property .....</b>	<b>2</b>

If you require this document in an alternative format, such as large print, please email [is.skills@ed.ac.uk](mailto:is.skills@ed.ac.uk).

Copyright © IS 2014

Permission is granted to any individual or institution to use, copy or redistribute this document whole or in part, so long as it is not sold for profit and provided that the above copyright notice and this permission notice appear in all copies.

Where any part of this document is included in another document, due acknowledgement is required.

## 1. Information to consider

Using the University tracking code has some advantages and disadvantages to using your own code:

### Advantages:

- If you have another website utilising the University website property, you can see how visitors move between that site, your blog and other websites using the Analytics property. For example, if you have an EdWeb site that links to your blog, you will be able to see how visitors behaved across both of your websites. (If you used a different property, their session would “stop” when they leave your EdWeb site, and a new session “starts” when you come to your blog.
- You can benefit from University-provided support channels and expertise for Google Analytics.

### Disadvantages:

- Due to the large volume of visitors on the University web estate, data becomes less accurate if you expect fewer visitors to your blog. If high accuracy is important to you, it is recommended you use your own Google Analytics property.
- Some features in the Google Analytics interface may not be accessible to you.

## 2. Prerequisites

### To utilise the University-provided Google Analytics property:

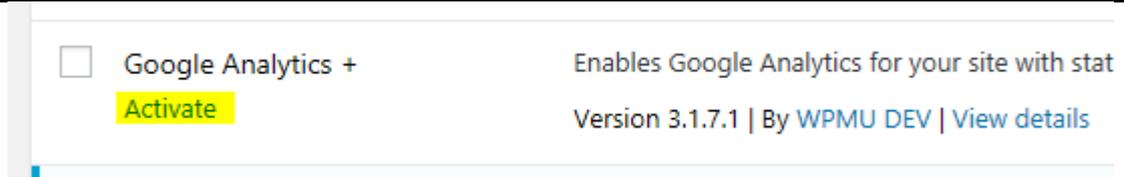
- You need to request access to the University Google Analytics property
  - [Full details on the Wiki \(EASE login required\)](#)
- While it is not mandatory, **it is highly recommended** that you complete the Google Analytics training course provided by the University
  - [Information about the University-provided Google Analytics training](#)
- You need to be an administrator on the blog that you want to add the analytics property to. If you are not an administrator, you need to contact the person who owns the blog.

## 3. Enable the Google Analytics + plugin

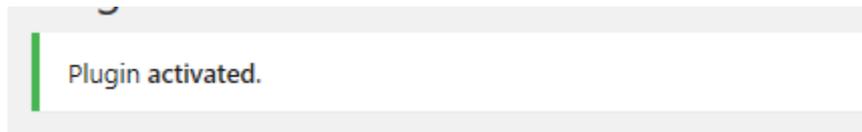
The Google Analytics + plugin is an opt-in plugin, so blog administrators need to enable it first.

### To enable the plugin:

- Navigate to the blogs.ed homepage, and log in with your EASE credentials
  - Go to your blog's WordPress Dashboard
  - In the left-hand menu, locate and select the “Plugins” item
  - On the plugins page, scroll down and locate the “Google Analytics +” row.
  - Select the “Activate” link under the title, pictured and highlighted below:
-



- When you select the “Activate” link, the page will refresh and the “Plugin activated” message will briefly appear, pictured below:

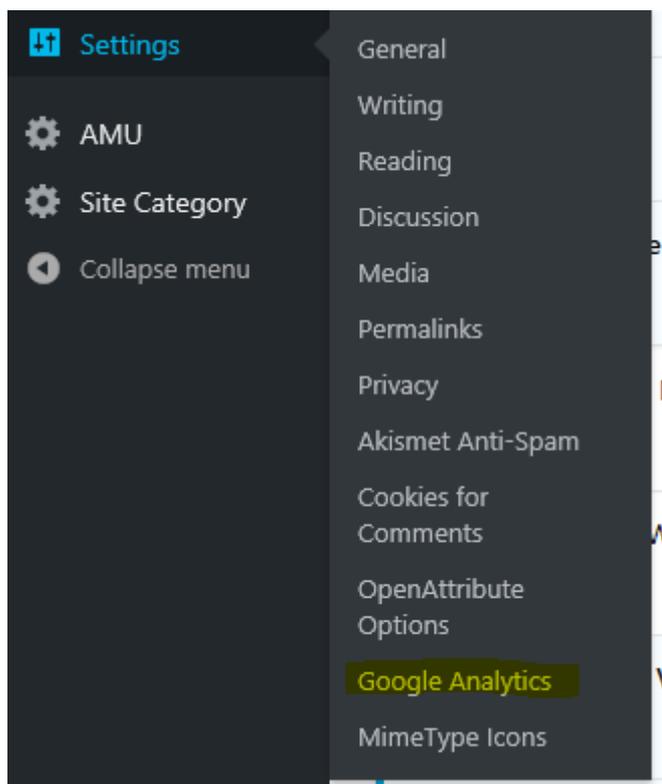


## 4. Add the University tracking property

Once the Google Analytics + plugin has been enabled, you need to add the University tracking code to the settings page.

**To add the property to the settings:**

- In your blog’s WordPress Dashboard, locate the “Settings” menu and select “Google Analytics”, pictured below:



**Please note**, the items in this list may appear different you depending on if other plugins are enabled.

- On the Google Analytics settings page, locate the “Site Tracking Code” field and insert the text: UA-3415584-4

Site Tracking Code

UA-3415584-4

Use your own Google Analytics tracking code. E.g. UA-XXXXX-X

This code is the University analytics property, and tells Google Analytics where to send analytic information to.

- Once the text has been inserted into the field, scroll down to the bottom of the page and select the “Save Changes” button. This will immediately publish the tracking code to your blog.

## 5. Next steps

Visitor data will now be sent to the University Google Analytics service. To be able to view this data, you will need to create your own segment (using your blogs full URL). This will then supply all sessions (in a given data range, last 30 days by default) that at some point visited your blog.