information SERVICES

blogs.ed.ac.uk
Google Analytics + (using your own property)

Workbook

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1. Information to consider

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

Advantages:

- You have total control over how your Google Analytics account is configured, and you can add or remove additional users as needed.
- You have access to all features in the Google Analytics interface.
- High likelihood that visitor data will be more accurate.

Disadvantages:

- You will not be able to receive University support with using the Google Analytics service or interface.

2. Prerequisites

To utilise the University-provided Google Analytics account:

- You need to have (or have access to) a free Google account
  - You can create a Google account on the Google website
- 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.
- **It is highly recommended** that you complete the Google Analytics training course provided by the University
  - Information about the University-provided Google Analytics training

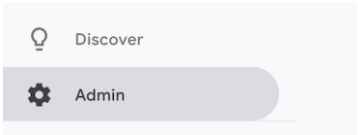
If you have already created a property, please go to section 4.

3. Create your tracking account and property

Once you have created your Google Account, you will need to create a Google Analytics account in Google Analytics for the data to be fed in to.

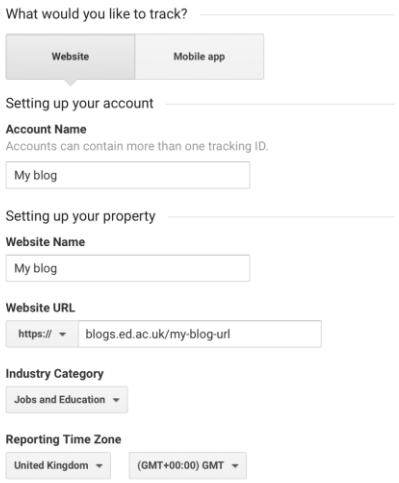
To create a new Analytics account and property:

- Navigate to the Google Analytics service:
  - http://analytics.google.com/
- If you are logged in to your Google account, you will go straight to the Analytics interface. Otherwise, you will be prompted to sign in.
- In the lower-left corner, locate the “Admin” link, as pictured below:

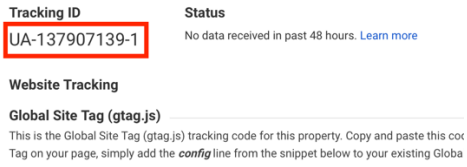


- Click on the blue “Create Account” button.

- Supply the following information:
  - “What would you like to track?” -> choose “Website”
  - “Account name” -> type the name of your blog
  - “Website name” -> type the name of your blog again
  - “Website URL” -> type the full blogs.ed.ac.uk/yourblog URL
    - Ensure it starts with the https:// and not http:// choice
  - “Industry Category” -> whichever is relevant to your blog
  - “Reporting Time Zone” -> set to GMT
  - “Data Sharing Settings” -> recommended you disable all.
  - The form should look similar to the image below, with your own details:



- Once all fields are populated, click the blue “Get Tracking ID” button in the bottom-left of the page.
- The next page will then display your full tracking ID, please note down this number or copy it to your clipboard.



All done for this step

Please continue to section 5.

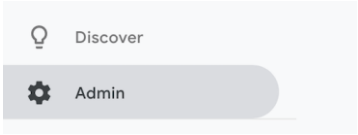
4. Retrieve a previously created tracking ID

If you have an existing Google Analytics account and have already created a tracking ID, you can retrieve the previously created tracking ID.

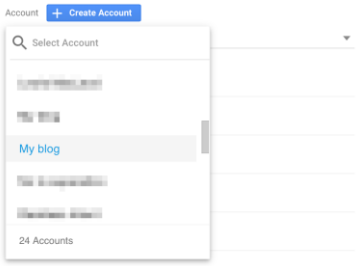
To retrieve a previously created tracking ID:

- Navigate to the Google Analytics service:
  - http://analytics.google.com/

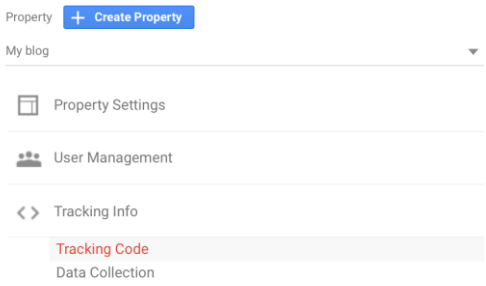
- If you are logged in to your Google account, you will go straight to the Analytics interface. Otherwise, you will be prompted to sign in.
- In the lower-left corner, locate the “Admin” link, as pictured below:



- In the left-most column, under the small “Account” heading, click on the drop-down and a list of all of your properties will be displayed. Select your blog from the list.



- Under the “Property” heading, locate the “Tracking Info” section, click to expand it and then choose “Tracking Code”.



- You will then see your tracking ID displayed in the upper-left.

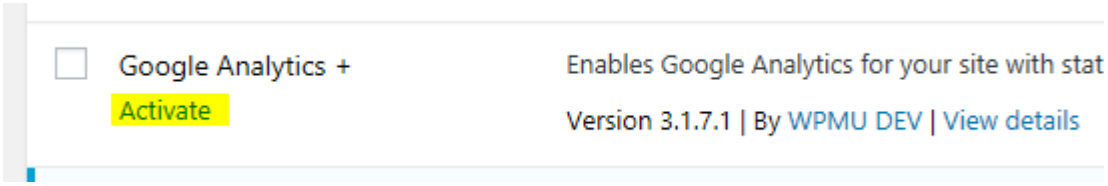
5. Enable the Google Analytics + plugin

Once you have your tracking code, we need to enable the Google Analytics + plugin. As the plugin is an opt-in plugin on the service, please follow these instructions to enable it.

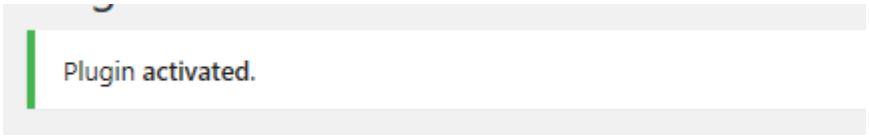
To enable the plugin:

- 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:

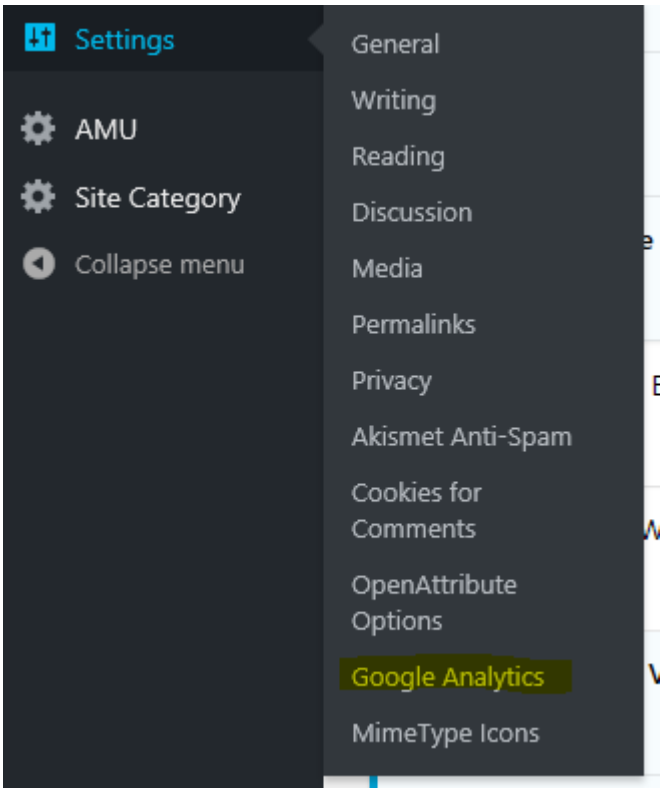


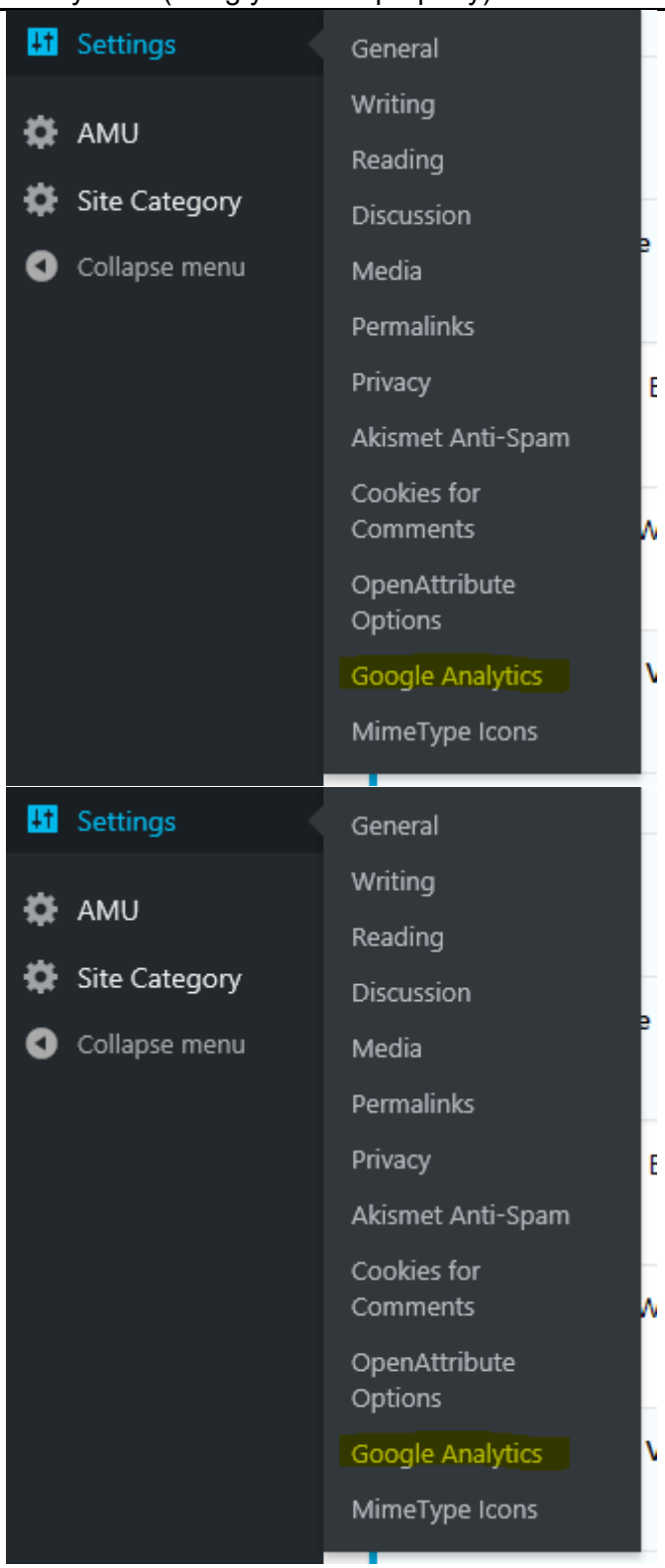
6. Add your tracking property

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

To add the property to the settings:

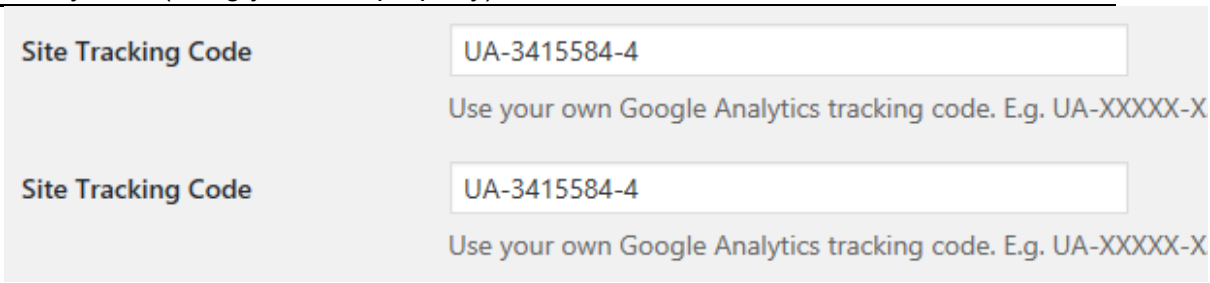
- In your blog’s WordPress Dashboard, locate the “Settings” menu and select “Google Analytics, pictured below:





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

- On the Google Analytics settings page, locate the “Site Tracking Code” field and insert your properties tracking code.



This code 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 your tracking code to your blog.

7. Next steps

Visitor data will now be sent to the Google Analytics service, and will appear under the property that you created previously.