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GOOGLE ANALYTICS DRUPAL 7 WEB CONTENT MANAGEMENT

August 2015

Google Analytics

Drupal 7 Web Content Management

Google Analytics is a web analytics service offered by Google that allows you to track many statistics regarding your site. It can be used to determine how visitors find your site and what they do while they are there.

Setting up Tracking IDs from Your Google Analytics Account

Note: Only the basic steps on how to set up a Google Analytics account are provided here since Google frequently changes their service and how it works. Google provides excellent tutorials and help which may be found on the Google Analytics site (www.google.ca/analytics/standard/).

1. Go to the Google Analytics website at www.google.ca/analytics/standard/.
2. If you do not already have a Google account, sign up for one. When doing so, **you must NOT use a personal email account to sign up with** (e.g. *me@ucalgary.ca*, *me@gmail.com*, etc.). Rather, you should use a **group email account** (e.g. *our-department@ucalgary.ca*, *our-team@gmail.com*, etc.).

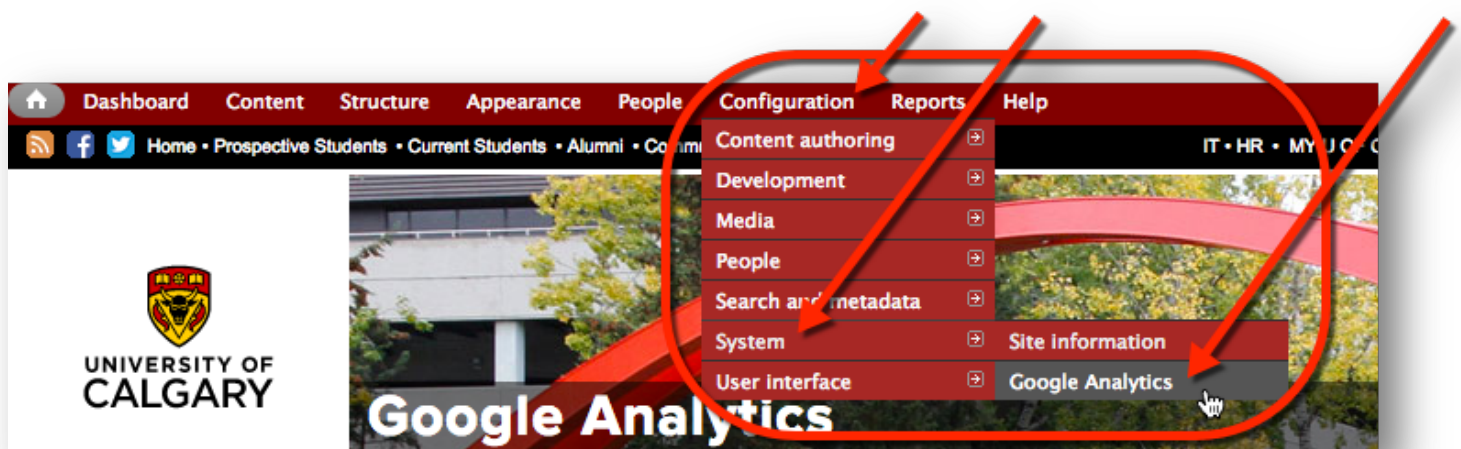
Note: Using a group email account helps avoid the scenario where someone leaves a group or department and then no one else can log into Google Analytics since the email account used to sign up belongs to the person who left. Questions regarding setting up a Google Analytics account may be directed to WCM Support at www.ucalgary.ca/it/help.

If you already have a Google account, sign in.

3. Once logged in, you will need to add the URL of the site(s) to be tracked.
4. Once the site(s) you want to track have been added, note the Tracking ID number generated (also referred to as a UA number). You will need this for the steps outlined in the *Activating Google Analytics on Your Site* section below.

Activating Google Analytics on Your Site

1. Hover over **Configuration** in the **Administration** menu. Move down to **System** and then click the **Google Analytics** option that appears.



2. In the **Web Property ID** field, enter the Tracking ID number – or UA number – generated by Google Analytics for this site.
3. In the **Google Analytics Email** field, enter the email address used to set up the Google Analytics account for your group or department.

General settings

Web Property ID *
 UA-

This ID is unique to each site you want to track separately, and is in the form of UA-xxxxxxx-yy. To get a Web Property ID, [register your site with Google Analytics](#), or if you already have registered your site, go to your Google Analytics Settings page to see the ID next to every site profile. [Find more information in the documentation.](#)

Google Analytics Email *
 E-mail address

Please enter the email you used to register with Google Analytics.

Further configuration should not be required, but you may want to specify which pages may or may not be tracked on your site or what types of users (i.e. users with specific roles) may or may not be tracked. If not, skip to step 7.

4. To specify which pages Google Analytics may or may not track, go to the **Pages** section under **Tracking scope**. By default, it is set to track every page on your site, except for some administrative pages typically only used by site and content administrators. It is recommended to leave the pages already listed as is and add any other pages you do not want to track, if any.

Tracking scope

Domains A single domain	<p>Add tracking to specific pages</p> <p><input checked="" type="radio"/> Every page except the listed pages</p> <p><input type="radio"/> The listed pages only</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 150px;"> <p>admin admin/* batch node/add* node/*/* user/*/*</p> </div> <p style="font-size: small; margin-top: 10px;">Specify pages by using their paths. Enter one path per line. The "*" character is a wildcard. Example paths are <i>blog</i> for the blog page and <i>blog/*</i> for every personal blog. <i><front></i> is the front page.</p>
Pages All pages with exceptions	
Roles Not restricted	
Users Not customizable	
Links and downloads Outbound links, Mailto links, Downloads enabled	
Messages Not tracked	
Search and Advertising Not tracked	
Privacy Anonymize IP, Universal web tracking opt-out enabled	

- To specify which roles Google Analytics may or may not track, go to the **Roles** section under **Tracking scope**. By default, no roles are selected. This means that it is set to track all users on your site.

If you do not want Google Analytics to track Site and Content Admins, for example, then check off those particular **Roles** from the list and ensure that you change the selection above the list of roles to **Add to every role except the selected ones**. This is useful to weed out the website traffic generated by your site's administrators.

Tracking scope

Domains A single domain	Add tracking for specific roles <input type="radio"/> Add to the selected roles only <input checked="" type="radio"/> Add to every role except the selected ones
Pages All pages with exceptions	
Roles Excepted: Content Admin, Site Admin	
Users Not customizable	
Links and downloads Outbound links, Mailto links, Downloads enabled	
Messages Not tracked	
Search and Advertising Not tracked	
Privacy Anonymize IP, Universal web tracking opt-out enabled	Roles <input type="checkbox"/> anonymous user <input type="checkbox"/> authenticated user <input checked="" type="checkbox"/> Content Admin <input type="checkbox"/> Content Author <input checked="" type="checkbox"/> Site Admin <input type="checkbox"/> Manager <input type="checkbox"/> Webform Results <input type="checkbox"/> Webform Admin

If none of the roles are selected, all users will be tracked. If a user has any of the roles checked, that user will be tracked (or excluded, depending on the setting above).

- It is unlikely that you will need to worry about any of the other settings on this page, but if you do have questions regarding any of the settings, contact WCM Support at www.ucalgary.ca/it/help.
- Click **Save configuration** at the bottom of the page.

Google Analytics will now be tracking your site. Login to your Google Analytics account to find the data it is collecting about the traffic on your site.

Note: It takes at least one full day before there is any data to see in your Google Analytics account.