How to Connect Your E-portfolio to Google Analytics

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Please follow these instructions to connect your e-portfolio to Google Analytics!
Keep in mind that you will not receive data for the first 24 to 36 hrs.

1. Log in to the community site at community.mis.temple.edu/"your site"

2. Next, go to the ‘Settings’ submenu of your site dashboard-> ‘Google Analytics.’

3. The menu will look like this – Notice the Site Tracking code. Obtain the Site Tracking Code/UID/ UA-*** code from the next step and enter it here and hit save changes.
3. In order to use GA, you will need a Gmail account.

**YOUR TEMPLE E-MAIL ADDRESS WILL NOT WORK FOR THIS PART OF THE PROJECT.**

If you already have a Gmail account, you may skip this step and continue with Step 4.

a. Go to [Gmail.com](https://gmail.com) and hit the ‘Create an Account’ button in the top right corner

b. Fill out all required fields and set up your new Gmail account

4. With your new Gmail account in hand, navigate to [www.google.com/analytics](https://www.google.com/analytics).

   a. Click on either “Sign in” or “Create an account.”
b. **Sign in with your Gmail address and password.**

![Google Analytics Sign In Image]

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**Analytics**

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

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Learn More

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**c. Hit the big, grey “Sign up” button on the right.**
5. You will be directed to the “Create New Account” screen.

a. Fill in:
   i. The ‘Account Name’, e.g. ‘John Smith E-portfolio’.
   ii. The ‘Website’s URL’ i.e. the URL of your E-portfolio’s Welcome page.

   1. Select ‘http://’ from the drop down menu.

   2. Copy your URL and paste it into the second field WITHOUT ‘http://’
b. Check the box below to agree to the terms and conditions and click ‘Create Account’.

User Agreement
Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.

Your country or territory: United States

GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

Terms and conditions: Yes, I agree to the above terms and conditions.

Create Account | Cancel

6. You should be on your ‘Tracking Code’ page now within GA. This is where you get the ‘UID’ that you need to connect to your e-portfolio.

(As you may have noticed by now, I had to name my account Micley Mouse because there is only one real Mickey Mouse and he is in Disney World 😊!)

a. Copy the ‘Tracking ID’ including “UA”

i. Notice that the ‘Tracking ID’ is equal to the ‘UID’!
7. Go back to your GA account
   a. The ‘Tracking Status’ will most likely read: “Tracking not installed.”
      
      Give it at least 24 hours and you should receive data
   b. You can leave the option “What are you tracking?” as is (‘A single domain’).

**Website Tracking**

<table>
<thead>
<tr>
<th>Property Name</th>
<th>Mickey Mouse E-portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website URL</td>
<td><a href="http://community.mis.temple.edu/mmouse/">http://community.mis.temple.edu/mmouse/</a></td>
</tr>
<tr>
<td>Tracking Status</td>
<td>Tracking Not Installed Last checked: Apr 20, 2012 11:20:10 AM PDT</td>
</tr>
</tbody>
</table>

1. What are you tracking?
   - A single domain
   - One domain with multiple subdomains
     - Examples: www.mis.temple.edu
                 apps.mis.temple.edu
                 store.mis.temple.edu
   - Multiple top-level domains
     - Examples: community.mis.temple.uk
                 community.mls.temple.cn
                 community.mls.temple.fr

   - [ ] AdWords campaigns

   c. Hit the “Save” Button below.
8. Once you begin to receive data, go to the ‘Home’ tab on top in your GA account.

9. Make a screen shot of this page. This is the screen you will need to submit to your professor to prove that you have successfully linked to GA (if applicable to your course).