

How to Connect Your E-portfolio to Google Analytics

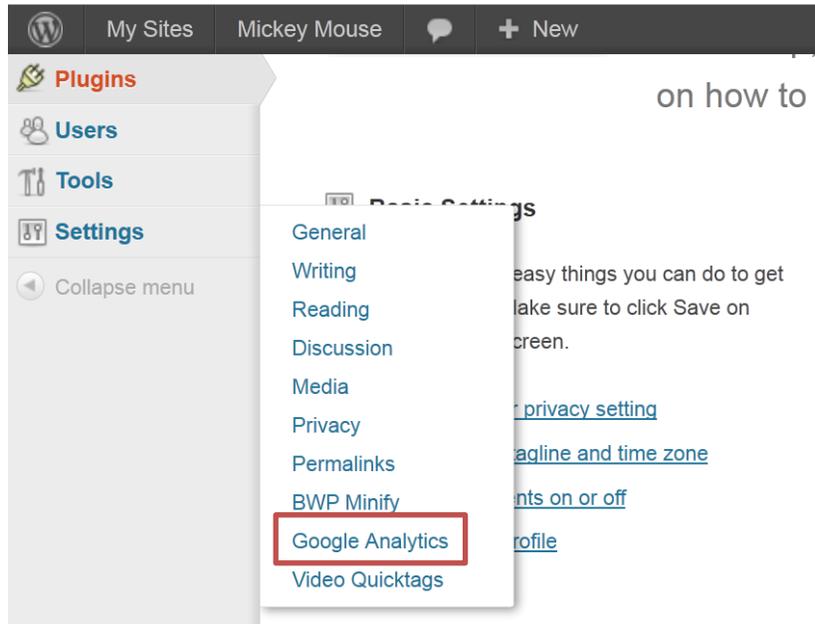
Elias Hessler

Temple University

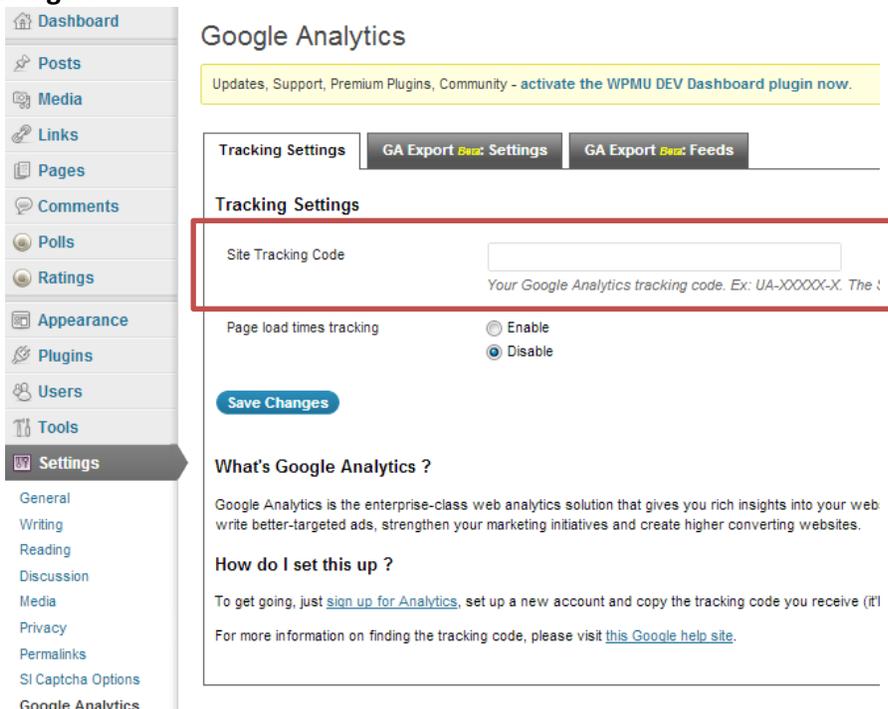
April 2012

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.

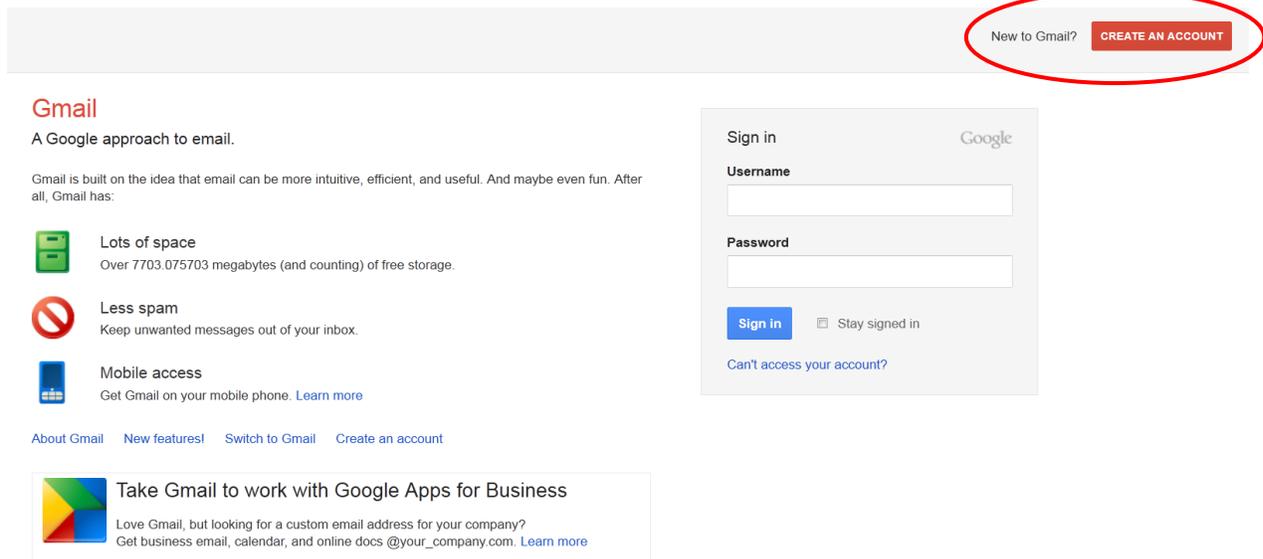


3. In order to use GA, you will need a Gmail account.

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 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



Gmail
A Google approach to email.

Gmail is built on the idea that email can be more intuitive, efficient, and useful. And maybe even fun. After all, Gmail has:

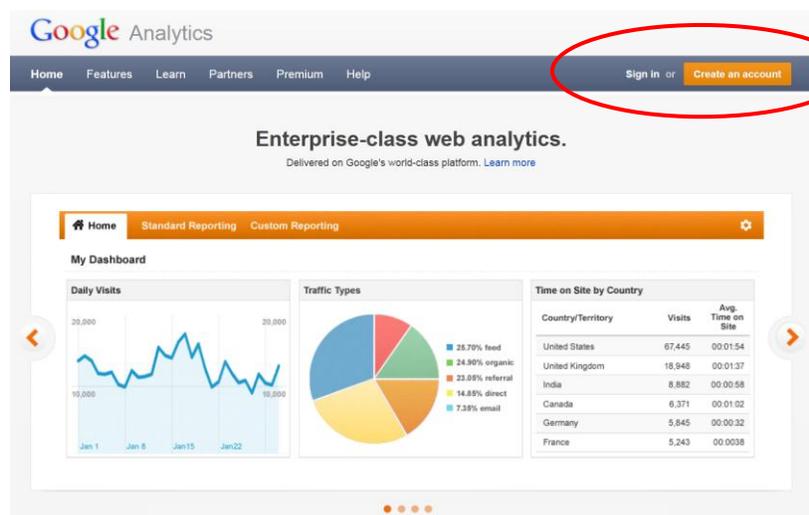
- Lots of space**
Over 7703.075703 megabytes (and counting) of free storage.
- Less spam**
Keep unwanted messages out of your inbox.
- Mobile access**
Get Gmail on your mobile phone. [Learn more](#)

[About Gmail](#) [New features!](#) [Switch to Gmail](#) [Create an account](#)

Take Gmail to work with Google Apps for Business
Love Gmail, but looking for a custom email address for your company? Get business email, calendar, and online docs @your_company.com. [Learn more](#)

4. With your new Gmail account in hand, navigate to www.google.com/analytics.

- a. Click on either "Sign in" or "Create an account."



Google Analytics

Home Features Learn Partners Premium Help Sign in or [Create an account](#)

Enterprise-class web analytics.
Delivered on Google's world-class platform. [Learn more](#)

Home Standard Reporting Custom Reporting

My Dashboard

Daily Visits

Traffic Types

- 25.70% feed
- 24.90% organic
- 23.85% referral
- 14.85% direct
- 7.35% email

Time on Site by Country

Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	18,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,845	00:00:32
France	5,243	00:00:38

b. Sign in with your Gmail address and password.**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.

Sign up now, it's easy - and free!

[Learn More](#)

Sign in Google

Email

Password

[Sign in](#) Stay signed in

[Can't access your account?](#)

c. Hit the big, grey "Sign up" button on the right.**Start analyzing your site's traffic in 3 steps**

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

5 million pageview cap per month for non AdWords advertisers.

5. You will be directed to the “Create New Account” screen.

Create New Account

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [?](#)

General Information

Account Name

Website's URL

Time zone (GMT-08:00) Pacific Time

Data Sharing Settings [?](#)

Sharing Settings Do not share my Google Analytics data

Share my Google Analytics data...

With other Google products only optional
 Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.* [Show example](#)

Anonymously with Google and others optional
 Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

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://'

Create New Account

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [?](#)

General Information

Account Name ← **i.**

Website's URL ← **ii.**
 Example: <http://www.mywebsite.com>

Time zone (GMT-08:00) Pacific Time

Data Sharing Settings [?](#)

Sharing Settings Do not share my Google Analytics data

Share my Google Analytics data...

With other Google products only optional
 Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.* [Show example](#)

Anonymously with Google and others optional
 Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

- 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

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

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' !

Google Analytics

Micley Mouse E-portfolio - <http://community.mis.temple.edu/mmouse/>
Micley Mouse E-portfolio [DEFAULT]

Home Standard Reporting Custom Reporting

Help

Profiles

Create/Edit/Delete Profile

Standard Tracking Code

Track Web or Mobile Sites

Advanced Tracking Code

Custom Tracking Code

Help center

Search help center

Add to your site

+1 buttons let people who love your content recommend it on Google Search.

All Accounts > Micley Mouse E-portfolio >

Micley Mouse E-portfolio

Property ID: UA-31067416-1

Default URL: <http://community.mis.temple.edu/mmouse/>

Profiles Tracking Code Property Settings Social Settings

Tracking ID: UA-31067416-1

Application Tracking

Track mobile application with the Google Analytics SDK for Android and iOS.

Website Tracking

Property Name Micley Mouse E-portfolio

Website URL <http://community.mis.temple.edu/mmouse/>

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

Property Name Micley Mouse E-portfolio

Website URL <http://community.mis.temple.edu/mmouse/>

Tracking Status **Tracking Not Installed** Last checked: Apr 20, 2012 11:25:10 AM PDT

The Google Analytics tracking code has not been detected on your website's home page. For Analytics of your website.

Standard **Advanced** Custom

1. What are you tracking?

A single domain

Example: community.mis.temple.edu

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.mis.temple.cn
community.mis.temple.fr

AdWords campaigns

c. Hit the "Save" Button below.

► Email these instructions Optional

 We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the older tracking code remains on others.

Save Cancel

8. Once you begin to receive data, go to the 'Home' tab on top in your GA account.

The screenshot shows the Google Analytics interface for a property named "Mickey Mouse E-portfolio". The "Home" tab is selected and circled in red. The interface includes a navigation menu on the left with options like "Help", "Profiles", and "Tracking Code". The main content area displays the "Tracking ID: UA-31067416-1" and "Application Tracking" section, which includes links to "Download Android SDK" and "Download iOS SDK".

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).

The screenshot shows the "My Dashboard" page in Google Analytics. The dashboard displays several widgets for the date range "Mar 20, 2012 - Apr 19, 2012". The widgets include:

- Visits:** A line chart showing a single data point at 1 visit.
- Avg. Visit Duration:** A line chart showing a single data point at 00:00:00.
- Goal Conversion Rate:** A line chart showing a single data point at 100%.
- Visits by Traffic Type:** A table with the message "There is no data for this view."
- Visits and Avg. Visit Duration by Country/Territory:** A table with the message "There is no data for this view."
- Goal Completions and Goal Conversion Rate:** A table with the message "There is no data for this view."

END