

Google Analytics for Mobile (server-side)

Beta Release

[Please file all bug and feature requests using this form.](#)

What is Analytics for Mobile?

The Analytics for Mobile package consists of server-side tracking for mobile sites that use JSP, PHP, ASP.NET, or Perl as their server-side language. This allows tracking on mobile websites that receive traffic from phones that do not support the JavaScript-based tracking usually used by Google Analytics.

How do I set it up?

1. Create a Google Analytics account profile for your mobile site at www.google.com/analytics. Select "tracking for a new domain" (or new subdomain, if applicable), and enter in your mobile website name. Do not download the JavaScript-based tracking code (ga.js) as instructed, but keep a record of the new Web Property ID for the domain (shown on the top of the tracking page). It should be of the form UA-xxxxxxx-x
2. Open GoogleAnalyticsforMobile.zip and extract the folder corresponding to the server-side language you're using. Ensure your web server is set up to execute server-side code on the pages you're updating.
3. There should be 2 files ending in .snippet. Open #1 (i.e. jsp1.snippet) in a text editor and in the first couple lines there should be a line containing 'ACCOUNT ID GOES HERE' in quotes. Insert the Web Property ID from step 1 into those quotes, **replacing 'UA-xx' with 'MO-xx'** to indicate that you're using mobile tracking. Save this file.
4. Copy the contents of the #1 snippet to the very top of each web page you wish to track (above the opening <html> tag)
5. Copy the contents of the #2 snippet to the bottom of each web page you wish to track, just before the </body> tag. Refer to the included sample web page if needed.
6. Copy ga.jsp (or ga.php, ga.pl, ga.aspx etc) into the root folder of your website ("/").

How do I view the data?

Once you've created an Analytics profile for your application, viewing the reports is as easy as clicking on the profile name at www.google.com/analytics. Please note that hits can take up to 24 hours to process before they appear in the Analytics dashboard, like all Analytics reports.

Known Issues

- **Multiple Instances.** Please do not run multiple copies of the sever-side snippet, or use it on pages where you also use the standard Javascript tracking code, ga.js.
- **Inaccurate Locations.** Google Analytics uses IP addresses to determine user location for the Map Overlay report. These are subject to possible inaccuracy, as mobile IPs originate from the wireless carrier gateway which is not necessarily co-located with mobile users.

- **Possible server load.** Due to the server-side processing, some additional server load may be incurred. We recommend you first test the snippet on a few of your pages to ensure all is well before rolling out to an entire site.