

DAP Code v6.8

DAP Code Capabilities Summary & Reference

Prepared for:



Introduction

This document accompanies the Digital Analytics Program (DAP) Universal Analytics (UA) and Google Analytics 4 (GA4) code. Its intent is to showcase the capabilities of the DAP Code and provide a guide to the features needed for those capabilities. This must be used alongside the “Quick Guide” and the “release notes”. For agencies who are updating to the latest version of DAP, we strongly recommend that you read the [“Release Notes”](#).

DAP Code Capabilities Summary

The DAP program offers the DAP Code as a means for agencies to participate in DAP while also providing more advanced measurement capabilities for Google Analytics, in an easy-to-install format. The below section lists out advanced features of the DAP Code and links to their reference section for details on how to install it.

[Set Agency*](#)

[Set Sub-Agency](#)

[Set Site Topic](#)

[Set Site Platform](#)

[Site Search Tracking**](#)

[Extended Document Download Tracking](#)

[Automatic YouTube Tracking**](#)

[Parallel Google Analytics Properties](#)

[Parallel Google Analytics \(GA4\) Properties](#)

[Automatic Document Download & Outbound Link Tracking**](#)

[Set-Cookie Expiration Date](#)

[Cookie Flags](#)

[Event Tracking](#)

[Virtual Pageview Tracking](#)

Note that items marked with an asterisk () are required. Items marked with two asterisks (**) already have features enabled by default, but may allow for additional configuration.*

DAP Code Capabilities Reference

The following is a detailed reference of how to implement different DAP Code Capabilities. Note that these instructions must be used in conjunction with either the “Quick Guide” or “Google Tag Manager Quick Guide”.

Set Agency

This value is required to be implemented for every agency. This enables the DAP team to understand differences in web trends across participating agencies and enables the DAP team to create a filtered view for the agency to use and analyze.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
agency	String	unspecified:domain.com	Agency custom dimension value	Agency custom dimension appears as "unspecified:domain.com" in the reporting interface

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS"></script>
```

[\[Back To Top\]](#)

Set Sub-Agency

This value is not required but is recommended to implement when applicable. This enables the DAP team to understand differences in web trends across participating sub-agencies.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
subagency	String	unspecified:domain.com domain.com	Sub-agency custom dimension value	Sub Agency custom dimension appears as "unspecified:domain.com – domain.com" in the reporting interface

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&subagency=FEMA"></script>
```

[\[Back To Top\]](#)

Set Site Topic

This value is not required but is recommended to implement when applicable. This enables the DAP team to understand differences in web trends across different website topics, such as health or travel.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
sitetopic	String	unspecified:domain.com	Site topic custom dimension value	Site Topic custom dimension appears as "unspecified:domain.com" in the reporting interface

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&sitetopic=health"></script>
```

[\[Back To Top\]](#)

Set Site Platform

This value is not required but is recommended to implement when applicable. This enables the DAP team to understand differences in web trends across different website platforms, such as SitesUSA or Federalist.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
siteplatform	String	unspecified:domain.com	Site platform custom dimension value	Site platform custom dimension appears as "unspecified:domain.com" in the reporting interface

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&siteplatform=SitesUSA"></script>
```

[\[Back To Top\]](#)

Site Search Tracking

If your website utilizes a site search engine, you may be able to track the queries your users type into their site searches in your DAP agency reporting. In the examples shown below, assume that the user did a search for “money” and the site search results page had a URL that looks like this: www.website.com/search?term=money

In that case, “term” would be the value you would set for the sp parameter in your DAP Code tracking. Note that by default, these search parameters are automatically tracked: q, query, nasalInclude, k, querytext, keys, qt, search_input, search, globalSearch, goog, s, gsearch, search_keywords, SearchableText, sp_q, qs, psnetsearch, locate, lookup, search_api_views_fulltext, keywords, request, _3_keywords

Query String Parameter	Data Type	Default Value	Description	Default Behavior
sp	Comma separated string	By default, these search parameters are automatically tracked: q, query, nasalInclude, k, querytext, keys, qt, search_input, search, globalSearch, goog, s, gsearch, search_keywords, SearchableText, sp_q, qs, psnetsearch, locate, lookup, search_api_views_fulltext, keywords, request, _3_keywords	Additional search parameter	By default, these search parameters are automatically tracked: q, query, nasalInclude, k, querytext, keys, qt, search_input, search, globalSearch, goog, s, gsearch, search_keywords, SearchableText, sp_q, qs, psnetsearch, locate, lookup, search_api_views_fulltext, keywords, request, _3_keywords

Note: If needed, you can set the sp parameter to multiple values by separating them with a comma. Like this: sp=term,keyword,kw.

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&sp=term"></script>
```

[\[Back To Top\]](#)

Extended Document Download Tracking

By default, the DAP Code automatically tracks downloads for these file types (when users click on a link that contains one of these document extensions in the target URL):

7z	dxf	mp4	tgz
avi	epub	msi	txt
csv	exe	pdf	wma
csv	gz	ppt	wmv
doc	jpg	pptx	xls
docx	js	rar	xlsm
dwfx	mobi	rfa	xlsx
dwg	mov	rvt	zip
dwgd	mp3	swf	

However, if you need another file type to be measured (such as psd, for example), you can add it using the exts parameter.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
exts	Comma separated string		Additional download extensions	Only the pre-defined file extensions will be included as downloads. Note that if autotracking is disabled using the autotracker parameter, no file downloads will be recorded.

You can add multiple additional file types by setting the exts parameter to multiple values separated by a comma string, such as: exts=psd,png,json

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&exts=psd"></script>
```

[\[Back To Top\]](#)

Automatic YouTube Tracking

By default, the DAP Code does not automatically track YouTube video interactions. You can enable this by setting the default value of the yt parameter to “true”. Possible YouTube interactions include play, pause, and finish, as well as tracking the % of the video completed at pause.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
yt	boolean	false	Enable/Disable YouTube Tracker	YouTube videos will not be tracked.

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&yt=false"></script>
```

[\[Back To Top\]](#)

Parallel Google Analytics (UA) Properties

If an agency wishes to use the DAP code to implement an additional Google Analytics property (such as one that the agency owns and operates), they may do so using the pua parameter. The pua parameter would be set to the UA tracking ID for their Google Analytics property, such as: pua=UA-1234567-1

Query String Parameter	Data Type	Default Value	Description	Default Behavior
pua	Tracking ID		Parallel UA Trackers	No additional properties are tracked.

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytic
s- Min.js?agency=HHS&pua=UA-1234567-1"></script>
```

[\[Back To Top\]](#)

Parallel Google Analytics (UA) Property Custom Dimensions

When using a Parallel Google Analytics Property via the pua parameter, the following custom dimension slot numbers are used by default:

1. Agency
2. Sub Agency
3. Code Version
4. Site Topic
5. Site Platform
6. Script Source
7. URL Protocol
8. Interaction Type

You may wish to pass these custom dimension values to a different CD slot for your property. To adjust these slot numbers, you can use the below parameters.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
palagencydim	number (custom dimension slot number)	1	Agency Custom Dimension Slot # (Parallel Tracker)	1
palsubagencydim	number (custom dimension slot number)	2	Sub Agency Custom Dimension Slot # (Parallel Tracker)	2
palversiondim	number (custom dimension slot number)	3	Code Version Custom (Parallel Tracker) Dimension Slot #	3
paltopicdim	number (custom dimension slot number)	4	Site Topic Custom (Parallel Tracker) Dimension Slot #	4
palplatformdim	number (custom dimension slot number)	5	Site Platform Custom (Parallel Tracker) Dimension Slot #	5

palscriptsrcdim	number (custom dimension slot number)	6	Script Source Slot # (Parallel Tracker)	6
palurlprotocoldim	number (custom dimension slot number)	7	URL Protocol Slot # (Parallel Tracker)	7
palinteractiontypedim	number (custom dimension slot number)	8	Interaction Type Slot # (Parallel Tracker)	8

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-M
in.js?agency=HHS&pua=UA-1234567-1&palagencydim=14"></script>
```

Note that a very common mistake (based on older versions of the DAP Quick Start Guide) was to implement the parameter value as: dimension14|14 (all one string). Only values of dimension14 (the word "dimension" followed by the index number) OR values of 14 (just the index number) are accepted by this parameter.

[\[Back To Top\]](#)

Parallel Google Analytics (GA4) Properties

If an agency wishes to use the DAP code to implement an additional GA4 property (such as one that the agency owns and operates), they may do so by using the pga4 parameter. The pga4 parameter would be set to the GA4 measurement ID for their GA4 property, such as pga4=G-111111

Query String Parameter	Data Type	Default Value	Description	Default Behavior
pga4	Measurement ID		Parallel GA4 Trackers	No additional properties are tracked.

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytic
s- Min.js?agency=HHS&pga4=G-111111"></script>
```

[\[Back To Top\]](#)

Parallel Google Analytics (GA4) Property Custom Dimensions

When using a Parallel Google Analytics Property via the pga4 parameter, the following event parameters are used by default:

1. agency
2. sub_agency
3. version
4. site_topic
5. site_platform
6. script_source
7. protocol
8. interaction_type
9. event_name_dimension (used to store the event name as an event parameter to facilitate custom reporting)

Automatic Document Download & Outbound Link Tracking

By default, the DAP Code automatically tracks downloads for these file types (when users click on a link that contains one of these document extensions in the target URL):

doc	pdf	wmv	avi
docx	js	jpg	mp3
xls	txt	msi	mp4
xlsx	dxf	7z	csv
xlsm	dwgd	gz	mobi
ppt	rfa	tgz	epub
pptx	rvt	wma	swf
exe	dwfx	mov	rar
zip	dwg		

Outbound link clicks are also tracked. Outbound links are determined by comparing the link's target URL with the current website domain and its sub-domains.

Additionally, this feature measures email link clicks. These are determined as links that contain "mailto:" in the target URL.

With all of these different link events, both mouse clicks and Enter key keystrokes are tracked. An "Interaction Type" custom dimension is included with these hits so that the method used to open the link can be analyzed.

If an agency would like to disable these features, they can do so by setting the autotracker parameter to false.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
autotracker	boolean	true	Enable/Disable AutoTracker	Downloads and outbound links are automatically tracked.

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytic
s- Min.js?agency=HHS&autotracker=false"></script>
```

[\[Back To Top\]](#)

Set Cookie Expiration Date

By default, Google Analytics cookies for the user expire after 24 months (2 years). This means that if a user does not return to the website for 2 full years, they will be considered a new user when they return. If an agency would like to shorten this cookie window, so that a user is considered “new” again after 1 year’s absence from the website (for example), they can set the cto parameter to the new desired expiration in months. For example, cto=12 would set the cookie expiration date to 12 months from the date of the most recent hit.

Query String Parameter	Data Type	Default Value	Description	Default Behavior
cto	Integer (of months)	24	Ga cookie expiration in months	GA cookie expires from user's system after 2 of not being updated. Note: For Chrome it shouldn't be more than 400 days ~ 13 months.

Example:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&cto=12"></script>
```

[\[Back To Top\]](#)

Cookie Flags

By default, Google Analytics cookies have the following cookie settings:

- **SameSite= Strict:**

Means that the browser sends the cookie only for same-site requests, that is, requests originating from the same site that set the cookie. If a request originates from a different domain or scheme (even with the same domain), no cookies with the SameSite=Strict attribute are sent.

- **Secure:**

Indicates that the cookie is sent to the server only when a request is made with the https: scheme (except on localhost), and therefore, is more resistant to man-in-the-middle attacks.

Event Tracking

Event tracking is not controlled with a parameter, but rather with a function called `gas()`.

All events must have this structure:

```
gas('send', 'event', 'category', 'action', 'label', value,
noninteraction);
```

Here is the breakdown of these values:

- **event**: Required, must not be changed. Specifies that this is an event rather than a pageview.
- **category**: Required, should be customized. Must be a string in quotes. Example: 'social-icons'
- **action**: Optional, should be customized. Must be a string in quotes. Example: 'facebook'
- **label**: Optional, should be customized. Must be a string in quotes. Example: 'footer'
- **value**: Optional, should be customized. Sets a currency value for the event. Must be an integer without quotes. Example: 4

Example:

```
<a href="/call-today.html" onclick="gas('send', 'event',
'header-slider-image-clicks', 'call-today', 'stock-photos-of-
people', 10, true);"></a>
```

```
<a href="/call-today.html" onclick="gas('send', 'event',
'header-slider-image-clicks', 'call-today', '', 0,
true);"></a>
```

[\[Back To Top\]](#)

Virtual Pageview Tracking

A “virtual” pageview is when you send a pageview hit to Google Analytics (UA/GA4), even though a full page load has not actually occurred. This is common to do in scenarios where new content is presented to the user without a new page being requested and rendered by the browser. Virtual pageview tracking is not controlled with a parameter, but rather with a function called `gas()`.

All pageviews must have this structure:

```
gas('send', 'pageview', '/url', 'Page Title');
```

Here is the breakdown of these values:

- **pageview:** Required, must not be changed. Specifies that this is a pageview rather than an event.
- **/url:** Required, should be customized. Must be a string in quotes. Example: `'/cart/step1.html'`. Don't include the domain or protocol, just the page path.
- **Page Title:** Optional, should be customized. If not customized, will pull in the current page title. Must be a string in quotes. Example: `'Cart – Step 1'`

Example:

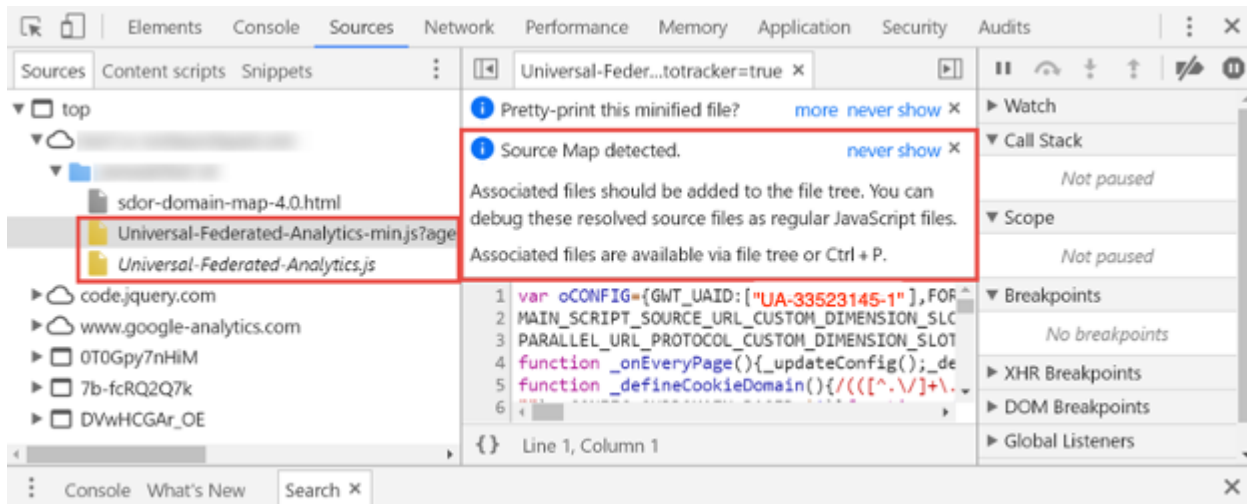
```
<a href="#" onclick="gas('send', 'pageview',  
'/cart/step1.html', 'Cart - Step 1');"></a>
```

[\[Back To Top\]](#)

Source Mapping

As of version 4.0 of the DAP code, source mapping is supported. This allows the original file to be viewed and debugged within developer tools. There is nothing that agencies need to do to enable this.

Example:



[\[Back To Top\]](#)