

Force.com Toolkit for Google Analytics Admin App QuickStart Guide

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Features of the Application:

1. Search, view and create new Site Information with Google Analytics connectivity information as well as metrics selection.
2. Scheduled Apex Job to retrieve the metrics data. When data for a metric is retrieved for the first time, 30 days worth data is retrieved. On subsequent runs, one day's data is retrieved.
3. Individual report on each of the five possible metrics displaying last 30 days of data.
4. A dashboard with line graph portion of all the five metrics report.

Prerequisites and Notes:

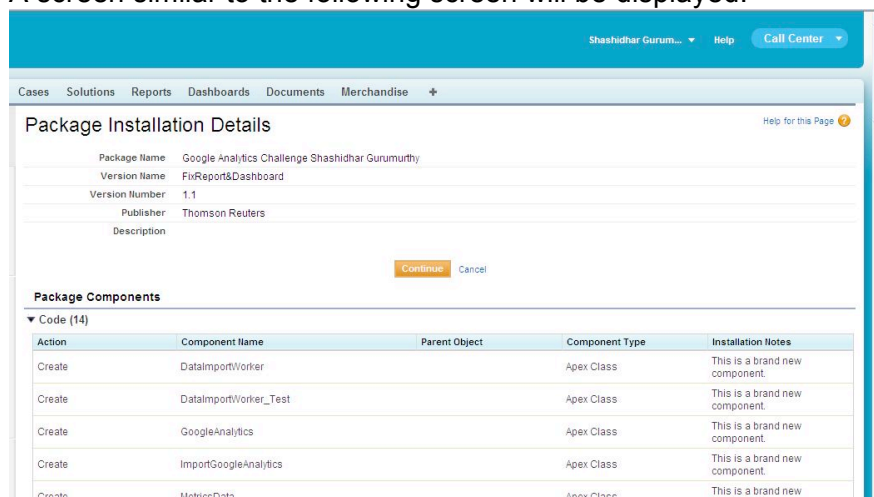
1. A Google Analytics account and a monitored site setup are required inputs for this application.
2. Though the application provides capability to add details of multiple sites, the data accumulation currently works only for one site. The first site retrieved in a unqualified search on settings will be used for the data accumulation. This limitation can be removed by enhancing the application data structure to allow multiple sites.

Application Setup

This section describes the application setup process in a new “Salesforce Org” starting from the Salesforce.com package.

Step-1: Package Installation

Paste the package link provided above in a new browser window and login to the Salesforce Org where you want to install the package. The installation has to be done as System Administrator of this Salesforce Org. A screen similar to the following screen will be displayed.



Click **Continue** and then **Next** on the next two screens. A screen similar to the following screen will be displayed.

Google Analytics Challenge Shashidhar Gurumurthy

Step 3. Install Package **Step 3 of 3**

The package is ready to be installed. Click Install to continue.

☒ Ignore Apex test failures that may cause the installed application not to function properly.

[Previous](#) [Install](#) [Cancel](#)

Select checkbox for “Ignore Apex test failures that may cause the installed application not to function properly.” and click **Install**. After a system completes installing the package, a screen similar to the following screen will be displayed.

Install complete **Help for this Page ?**

The components contained in this package have been successfully installed.

The final steps in the install process are to:

1. Change the visibility settings for any installed documents, reports, dashboards, letterheads, email templates, and custom fields on standard objects. By default, these components are visible to all users.
2. Set the Running User for any installed dashboards or analytic snapshots; by default, it is set to you.
3. Specify the appropriate recipients for any installed workflow tasks.
4. Specify the appropriate assignees for any installed workflow alerts.
5. Specify the appropriate user for workflow field updates that modify the Owner field or user lookups; by default, it is set to you.
6. Create a schedule for any installed analytic snapshots.
7. Configure any additional settings for this package from the package detail page.
8. Deploy the package by clicking Deploy Now below. You can also do this at any time in the future from the package detail page.

[Deploy Now](#) [Deploy Later](#)

Click **Deploy Now**. A screen similar to the following screen will be displayed.

Deploy Package **Help for this Page ?**

Click Deploy to make Custom Objects, Workflow Rules, or Custom Report Types in this package available to users who have access to them based on their profile.

Package Components			
Action	Name	Parent Object	Type
	Site Event		Custom Object
	Site Metric		Custom Object
	Site Metric Date		Custom Object
	Site Usage Analytics		Custom Report Type

[Deploy](#) [Cancel](#)

Click **Deploy**. System will show the following confirmation screen on completion of deployment. If you click on the Force.com App Menu, you will see the newly installed App - **Google Analytics**.

Package Details
Google Analytics Challenge Shashidhar Gurumurthy
 « Back to List: Installed Package

Installed Package Detail [Uninstall] [Deploy] [Show Dependencies]

Package Name	Google Analytics Challenge Shashidhar Gurumurthy	Version Number	1.1
Language	English	Package Type	Unmanaged
Version Name	FixReport&Dashboard	Modified By	Shashidhar Gurumurthy, 25/8/2011 8:10 AM
Publisher	Thomson Reuters		
Description	This package contains the components for Google Analytics - Salesforce integration challenge project.		
Installed By	Shashidhar Gurumurthy, 25/8/2011 8:10 AM		

[Uninstall] [Deploy] [Show Dependencies]

Package Components

Action	Name	Parent Object	Type
Action		Site Event	Custom Field
All		Site Event	List View
All		Site Metric	List View

Step-2: Application Configuration

Once the application is installed, a few configurations on the setup will fully configure the application for use.

Change Home Page Layout for System Administrator to Google Analytics. Navigate to **setup > Customize > Home > Home Page Layouts > Page Layout Assignment > Edit Assignment** and change the layout for **System Administrator** to **Google Analytics**. Navigate to App **Google Analytics > Home**. A screen similar to the following screen will be displayed. It provides instructions on the system usage to the System Administrator.

Google Analytics

Application Overview
 This application allows the following capabilities:

1. Manage connection to a Google Analytics account from this application.
2. Manage the metrics to be collected from the chosen Google Analytics account.
3. Configure the metrics collection using a scheduled job.
4. View the reports and dashboard of the metrics being collected.

Note: Google Analytics account setup and configuring a site for Google Analytics to collect metrics for the site is a prerequisite for using this application.

The following sections describe the details of each of the application functionalities.

[Schedule the metric data collections job](#). Navigate to **Setup** > **Develop** > **Apex Classes** > **Schedule Apex**. Enter data as per screen below and click **Save**.

Schedule Apex

[Help for this Page](#)

Schedule an Apex class that implements the 'Schedulable' interface to be automatically executed on a weekly or monthly interval.

SaveCancel

Job NameGoogle Analytics Data Co

Apex ClassGoogleAnalyticsImporter

Schedule Apex Execution

Frequency

WeeklyMonthly

Recurs every week on

SundayMondayTuesdayWednesdayThursdayFridaySaturday

Start25/8/201125/8/2011

End25/9/201125/8/2011

Preferred Start Time9:00 AM

Exact start time will depend on job queue activity.

[Get Google Analytics Configuration Information](#). Login to your Google Analytics Account and click on Profile Settings for the monitored site you want to get data for. A screen similar to the following will be displayed. You will need the **Profile ID** from this screen for setting up the Application.

Google Analytics

New Version | shashidhar.gurumurthy@gmail.com

Analytics Settings | View Reports: shashidharg.blogspot.com | My Analytics Account

Analytics Settings > Profile Settings

Profile Settings: shashidharg.blogspot.com

Profile ID: 49537719

Receiving Data (Check Status)

Main Website Profile Information

Website URL:http://shashidharg.blogspot.com

Default page :

Time zone : (GMT+05:30) India Standard Time

Exclude URL Query Parameters:

E-Commerce Website:No

Site Search : Don't Track Site Search

Currency displayed as:US Dollar (USD \$)

Setup Site Information. Come back to the Salesforce screen and navigate to **Google Analytics > Manage Site Settings > Edit / New** and enter appropriate information on the form as follows and then click **Save**.

1. Name: Any descriptive name for the site being monitored.
2. Email: Google Analytics email address.
3. Password: Google Analytics email address account password. The field is not masked. I have entered fake data (xxxxxxx) for my Google Analytics account password.
4. Table Id: Prefix the Profile ID from the Google Analytics Configuration Information stem with 'ga:' (without the quotes).
5. Select one or more of the metrics to indicate which data you want to retrieve.

Edit Site Info [Save] [Cancel]

Site Info | = Required Information

Name | MyBlog

Email | ga.account@gmail.com

Password | xxxxxxxx

Table Id | ga:49537719

Site Metrics

Track Visitors ☒

Track Page Views Per Visit ☒

Track Visit Bounce Rate ☒

Track New Visits % ☒

Track Average Time on Site ☒

[Save] [Cancel]

Setup Security. Navigate to **Setup > Security Controls > Remote Site Settings**, enter the data as per the form below and then click **Save**.

Remote Site Edit

Enter the URL for the remote site. All s-controls, JavaScript OnClick commands in custom buttons, Apex, and AJAX proxy calls call salesforce.com.

Remote Site Edit [Save] [Save & New] [Cancel]

Remote Site Name Google

Remote Site URL https://www.google.com

Disable Protocol Security ☐ i

Description

Active ☒

[Save] [Save & New] [Cancel]

Step-3: View Reports & Dashboard

Navigate to Google Analytics > Reports, select Site Analytics folder and click Go. You will see the available reports as per below screen:

Reports Site Analytics Printable View | Help for this Page

Folder: Site Analytics Edit | Create New Folder

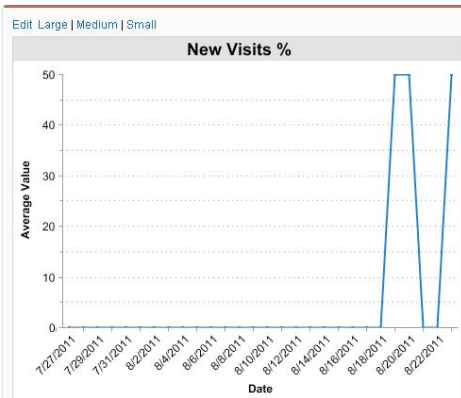
A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | Other **All**

Create New Custom Report

Action	Report Name	Description	Last Modified By	Last Modified Date
Edit Del Export	Average Time on Site		Gurumurthy, Shashidhar	25/8/2011 8:10 AM
Edit Del Export	New Visits %		Gurumurthy, Shashidhar	25/8/2011 8:10 AM
Edit Del Export	Page Views per Visit		Gurumurthy, Shashidhar	25/8/2011 8:10 AM
Edit Del Export	Visit Bounce Rate (%)		Gurumurthy, Shashidhar	25/8/2011 8:10 AM
Edit Del Export	Visitors		Gurumurthy, Shashidhar	25/8/2011 8:10 AM

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | Other **All**

Select any of the reports to view the report similar to below.



Navigate to Google Analytics > Dashboard, select Site Analytics in the View Dashboards listbox. You will see the dashboard similar to the screen below.

