trackThis.js

Simple Javascript/jQuery script for turbo charging Google Analytics by tracking a variety of page events that aren't tracked by default.

You can try the live demo at http://dev.jon.haslett.id.au/trackthis/

Target Elements

trackThis.js targets the following elements:

Telephone Numbers

```
a[href^="tel:"]
```

The equivalent google analytics call:

```
_gaq.push(['_trackEvent', 'Phone Number', 'Dialed', '+61406650430']);
```

Email Addresses

```
a[href^="mailto:"]
```

The equivalent google analytics call:

```
_gaq.push(['_trackEvent', 'Email Address', 'Clicked', 'trackThis@dashmedia.com.au']);
```

Intrapage Links

```
a[href^="#"]
```

The equivalent google analytics call:

```
gaq.push(['_trackPageview', '/page-url/#anchor']);
```

External Links

jQuery selector:

```
a[href*='://']:not([href*='"+location.hostname.replace
```

```
("www.","")+'"'])
```

The equivalent google analytics call:

```
_gaq.push(['_trackEvent', 'External Link', 'Opened',
'http://google.com/']);
```

Also forces external links to open in a new window by changing the target attribute to "_blank".

File Download Links

```
a[href$=".pdf"],a[href$=".zip"],a[href$=".dmg"]
```

The equivalent google analytics call:

```
_gaq.push(['_trackEvent', 'File', 'Downloaded', '/path-
to/file.pdf']);
```

Setting Up

1. Use Google Analytics Async Tracking Code

Something like...

```
<!-- Google Analytics: change UA-XXXXX-X to be your site's ID. -->
<script type="text/javascript">
    var _gaq = _gaq || [];
    _gaq.push(['_setAccount', 'UA-XXXXX-X']);
    _gaq.push(['_trackPageview']);
    (function() {
        var ga = document.createElement('script'); ga.type =
'text/javascript'; ga.async = true;
        ga.src = ('https:' == document.location.protocol ?
'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
        var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
    })();
</script>
```

If you have old Google Analytics code you might need to update it.

2. Add trackThis.js

Use the minified version for production and include it with your other *.js files

to reduce the number of http requests.

3. There is no step 3

That's it, you're done.