Ref: <http://aihuiong.com/post/452550136/google-analytics-and-rails-in-3-steps-and-less-than-5>

Installing Google Analytics into a Ruby on Rails app is pretty straight forward, however, the key is to only execute the analytics script in PRODUCTION environment. Without doing this, you’ll end up counting page views and visits on all your environments, e.g. development and test.

**Step (1)**

Go to [Google Analytics](http://www.google.com/analytics/) to create an account and get the tracking script. After creating an account, Google Analytics will provide a javascript that you’ll need to copy into your rails app. The javascript looks something like this:

:javascript

var \_gaq = \_gaq || [];

\_gaq.push(['\_setAccount', 'UA-34393780-1']);

\_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);

})();

**Step (2)**

Create a partial in your app/views/layouts directory and paste the Google Analytics javascript code into the partial. I named my partial \_ga.html.haml

**Step (3)**

Call the above partial in your application.html.erb. Right at the bottom of application.html.erb (before </body>, render the partial.

= render :partial => ‘layouts/ga’ if RAILS\_ENV == ‘production’

The key here is to only call google analytics if you are in a production environment! If you don’t, you’ll see test data from development or test environments corrupting your analytics results!

**Step (4)** Deploy to production

And that’s it! Super easy to get Google Analytics running in your Ruby on Rails app in less than 5 minutes! But it will take 1 day to receiving data.

Make sure,

Now to check your report, you need to just sign in [Google Analytics](http://www.google.com/analytics/) and you will find your application GA report.

It will take some time around 1 day to get activated and you can check status inside admin section(top right) at Google Analytics and then click on the tracking status.

|  |  |
| --- | --- |
| **Website Tracking** |  |
| Property Name | railsforcharity |
| Website URL | http://railsforcharity.com |
| Tracking Status | **Receiving Data** |