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GOOGLE ANALYTICS HEALTH CHECKLIST - FOR IT

This document includes instructions on how to implement Google Analytics tracking code in order to take the most out of it. In order to follow the instructions below it is necessary to have familiarity with HTML and some basic JavaScript knowledge. If you are not familiar with HTML, then you should contact your site administrator for assistance.

1. USE GOOGLE ANALYTICS ASYNCHRONOUS CODE

- Login to GA
- Click in 'Admin' > Tracking Info
- Copy and paste the new asynchronous code. The needs to be included in all pages, before the closing </head> tag.

More information can be found at: <http://support.google.com/analytics/answer/1008080>

2. ADVANCE TRACKING

For cultural institutions to understand user behavior on websites, it might be useful to track downloads of PDFs and other file types as well as traffic following any outgoing links as distinct 'EVENTS' in Google Analytics. In annex, it is included an example of code that tracks:

- File downloads
- Clicks in E-mail links
- Clicks in external links

3. ENHANCED LINK ATTRIBUTION

The enhanced link attribution improves in-page Analytics section with separate information for multiple links on a page that all have the same destination. For example, if there are two links on the same page that both lead to the Contact Us page, then you see separate click information for each link. The instructions are available online: <http://support.google.com/analytics/answer/2558867>

4. INTEGRATE SOCIAL PLUGINS WITH GOOGLE ANALYTICS

Google Analytics can be used to track how many people share content using social plugins. Social plugins are buttons that allow visitors to share website content on social media platforms. The instructions on how to add social tracking on GA are available online: <http://developers.google.com/analytics/devguides/collection/gajs/gaTrackingSocial> In annex it is included, as an example, the tracking code for the social plugin 'Addthis'.

5. CROSS-DOMAIN TRACKING

It is possible to use a single GA account in order to record traffic from multiple websites to the same report. There are a number of scenarios where cross-domain tracking is useful:

- Your online presence spans multiple sub-domains, and you want a unified report for all visitor data.
- Your shopping cart software resides on a 3rd-party site or on another domain.
- You want to track unique areas of your site separately, such as when you want to track a sub-directory separately from the rest of the site.

Instructions on how to setup cross-domain tracking for multiple domains are available online:

<http://support.google.com/analytics/answer/1034342>

ANNEX 1 - EXTRA TRACKING CODE FOR FILES, E-MAIL AND EXTERNAL LINKS

```
<script type="text/javascript">
    //This has to go AFTER your Google Analytics tracking code.

    /*<![CDATA[*]
    if (typeof(jQuery) == "undefined")
    {
        var script = '<script type="text/javascript"
src="http://ajax.googleapis.com/ajax/libs/jquery/1.6.2/jquery.min.js"></script>';
        document.write(script);
    }
    /*]]>*/
</script>

<script type="text/javascript">
    //It's important that this code is on a different script tag
    jQuery(function() {
        jQuery('a[href^="mailto"]').click(function () {
            var email = jQuery(this).attr('href').replace('mailto:', '');
            _gaq.push(['_trackEvent', 'External', 'E-mail', email]);
        });

        jQuery.expr[':'].external = function(obj) {
            return !obj.href.match(/^mailto:/) && !obj.href.match(/^javascript:/) &&
            (obj.hostname != document.location.hostname);
        };

        jQuery(function() {
            jQuery('a:external').click(function(){
                _gaq.push(['_trackEvent', 'External', 'Link', jQuery(this).attr('href')]);
            });
        });

        jQuery(function() {
            var extensions = ["avi", "css", "doc", "eps", "exe", "jpg", "js", "mov", "mp3",
"pdf", "png", "ppt", "rar", "svg", "txt", "vsd", "vxd", "wma", "wmv", "xls", "zip"];
            var extensionsPattern = new RegExp('\\.((' + extensions.join('|') + ') + '))$',
'g');
            jQuery('a').filter(function () {
                return this.href.match(extensionsPattern);
            }).click(function () {
                _gaq.push(['_trackEvent', 'File', 'Download', jQuery(this).attr('href')]);
            });
        });
    });
</script>
```

ANNEX 2 - TRACKING CODE FOR SOCIAL PLUGIN 'ADDDTHIS'

```
<script type="text/javascript">
    var addthis_config = {
        data_ga_property: 'UA-xxxxxx-x',
        data_ga_social: true
    };
</script>
```