Analytics <3 Web Development

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Google Analytics

Google Tag Manager

Google AdWords

Google Search Console

SITO WEB

Bing Ads

Facebook Ads

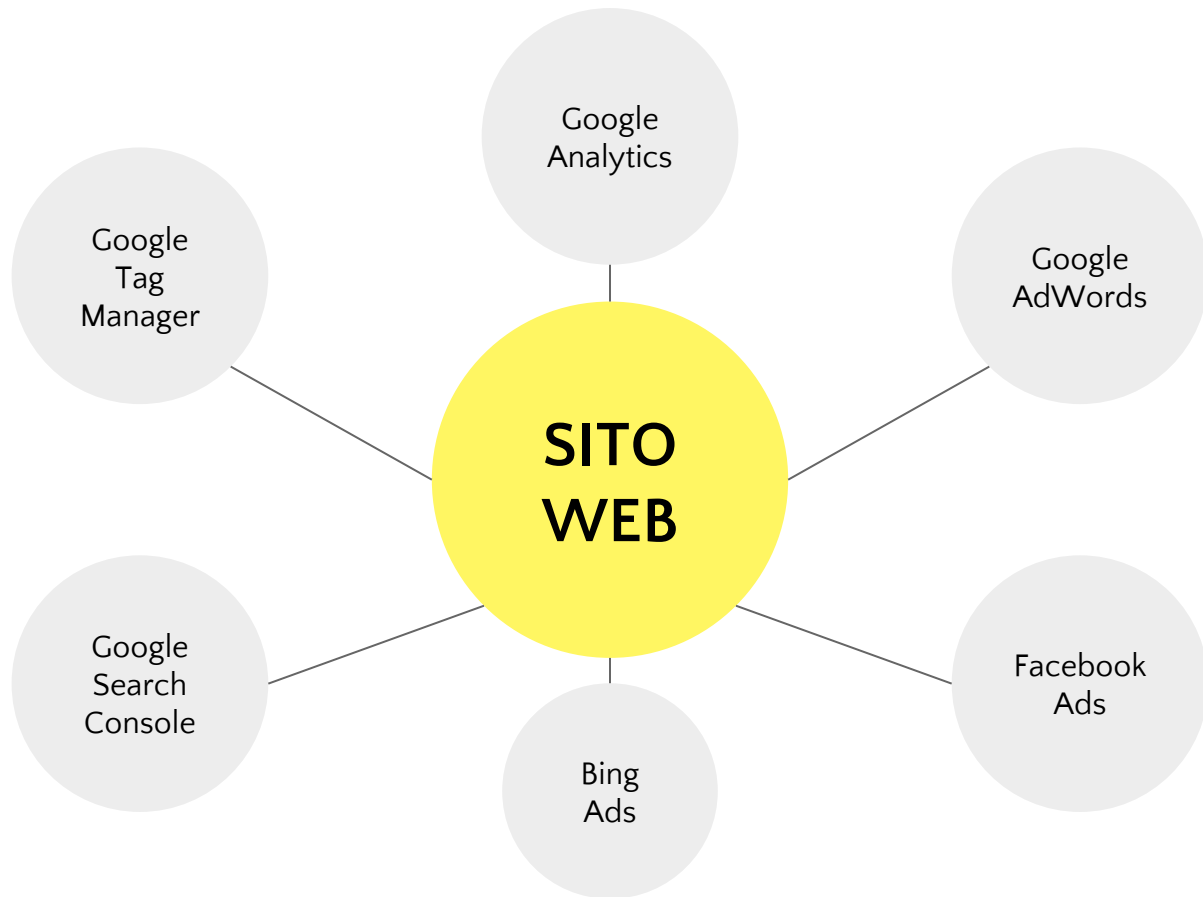*Each platform should be integrated with our website*

Google Analytics
Tracking Code

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-50810291-1"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());

 gtag('config', 'UA-XXXXXXX-X');     <-        ID monitoraggio
</script>
```

Where do I need to paste this code?

Paste the tracking code right after the opening <head> tag.

Google Analytics
Enhanced Ecommerce

```
ga('ec:addProduct', {                     // Provide product details in an productFieldObject.
  'id': 'P12345',                         // Product ID (string).
  'name': 'Android Warhol T-Shirt',       // Product name (string).
  'category': 'Apparel',                  // Product category (string).
  'brand': 'Google',                      // Product brand (string).
  'variant': 'black',                     // Product variant (string).
  'price': '29.20',                       // Product price (currency).
  'coupon': 'APPARELSALE',                // Product coupon (string).
  'quantity': 1                           // Product quantity (number).
});

ga('ec:setAction', 'purchase', {          // Transaction details are provided in an actionField
  'id': 'T12345',                         // (Required) Transaction id (string).
  'affiliation': 'Google Store - Online', // Affiliation (string).
  'revenue': '37.39',                     // Revenue (currency).
  'tax': '2.85',                          // Tax (currency).
  'shipping': '5.34',                     // Shipping (currency).
  'coupon': 'SUMMER2013'                  // Transaction coupon (string).
});
```

Google Analytics Enhanced Ecommerce

Intentionally Broken Code to Upsell Premium Version ★☆☆☆☆

Di Cory Fair il December 19, 2017

When I noticed not all data was being reported to Google Analytics, I was able to find the error thrown by this plugin in my developer console on Chrome fairly easily. Instead of taking responsibility for coding a plugin to function correctly, the support response I received was that I would need to pay money for a premium version just for it work properly. Terrible tactic by the developer to get people to upgrade to premium by intentionally creating a faulty plugin (why else would it magically work with all themes in the paid version?). I am happy to ~~~~ork, but this ~~~~ clients.

Tatvic

ENHANCED E-COMMERCE

Enhanced Ecommerce Google Analytics Plugin

for WooCommerce

Enhanced Ecommerce Google Analytics Plugin ..

WooCommerce

Google Analytics
Event Tracking
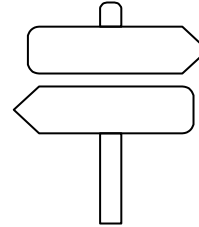
AdWords
<mark>Tracking Code</mark>

Conversions

Retargeting

AdWords
<mark>Tracking Code</mark>

1. **Use Google Analytics**

If you've set up your accounts and tag correctly, the AdWords conversion tracking tag will be able to use the GCLID from the Google Analytics cookie.

https://www.sitobello.com/negozio/materasso/im-matte/<mark>**?gclid**</mark>=EAIaIQobChMI2N7ZvsjW2wIVLbHtCh1Ytwt9EAAYASAAEgJguvD_BwE

2. **Use the new AdWords Tracking Code Tag.**

Create an AdWords tracking code tag - copy and paste it in between the <head></head> *tags of every page of your website.*

```
<!-- Global site tag (gtag.js) - Google AdWords: XXXXXXXXX -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-XXXXXXXXX"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());

 gtag('config', 'AW-XXXXXXXXX');
</script>
```

AdWords
Tracking Code

If you have products with diverse values, add or modify the tag in your website's code.

```
<!-- Event snippet for Example conversion page -->
  <script>
   gtag('event', 'conversion', {'send_to': 'AW-CONVERSION_ID/CONVERSION_LABEL',
    'value': 1.0,
    'currency': 'USD'
   });
  </script>
```

Facebook Pixel

Paste the pixel code at the bottom of the header section, just above the </head> tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

```
<!-- Facebook Pixel Code -->
<script>
 !function(f,b,e,v,n,t,s)
 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
 n.queue=[];t=b.createElement(e);t.async=!0;
 t.src=v;s=b.getElementsByTagName(e)[0];
 s.parentNode.insertBefore(t,s)}(window, document,'script',
 'https://connect.facebook.net/en_US/fbevents.js');
 fbq('init', '1904475149882040');
 fbq('track', 'PageView');
</script>
<noscript><img height="1" width="1" style="display:none"
 src="https://www.facebook.com/tr?id=1904475149882040&ev=PageView&noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

Google Tag Manager
Tracking Code

Paste this code as high in the <head> of the page as possible:
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXXXXX');</script>
<!-- End Google Tag Manager →

Additionally, paste this code immediately after the opening <body> tag:

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXXXXX"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

Possible Tracking Issues

- Around 5% of error margin is acceptable
- Did you paste your tracking code in the right place?
- Using incorrect snippet and/or viewing the wrong account, property, or view
- Extra whitespace or characters (syntax errors)
- Customization Errors
- Other scripts on your page
- Malfunctioning Plug-in for Enhanced Ecommerce

What can I track when data is collected correctly?

- Analyse the difference between users who clicked on e.g. selected events vs users who did not click on events. → Analyse different segments
- Analyse the funnel
- Analyse where on our site we are losing money
- Etc etc.

Why it's important to not have issues

- My job as a data-analyst is basically useless when data is not being collected correctly
- Data can tell which browser and operating systems have issues with websites
- Important business decisions will be made based on the collected data → mobile friendly/desktop friendly / Big design changes

Money will be lost if business decisions are made based on incorrect data.

Useful Links/ Developer Guides

- **AdWords Tracking Code Info:**

https://support.google.com/adwords/answer/2476688?co=ADWORDS.IsAWNCustomer%3Dtrue&hl=en&oco=0

https://support.google.com/adwords/answer/6095947?hl=en&co=ADWORDS.IsAWNCustomer%3Dfalse

- **Import Analytics goals and transactions into AdWords Conversion Tracking**

https://support.google.com/analytics/answer/1034306?hl=en

- **Trouble Shooting the Analytics Tracking Code**

https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingTroubleshooting

- **Enhanced Ecommerce Developers Guide**

https://developers.google.com/analytics/devguides/collection/analyticsjs/enhanced-ecommerce

Grazie :)