HAJIM
SCHOOL OF ENGINEERING
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UNIVERSITY *of* ROCHESTER

Department of
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CSC 170 Lab 13: Google Analytics and Google Webmaster Tools

Part I: Google Analytics

Step 1: Login to Google Analytics

- Go to **www.google.com/analytics**

  In the top-right of the Google Analytics page, there will be links: **Sign in** or **create an account**, or if you're on your own computer and you're using a web browser that's already logged-in to Google Accounts, you'll see a button: **Access Google Analytics**

- If you have to create an account, the do so. Else Sign in and/or enter Google Analytics.

Step 2: Sign up

- Assuming you've never used Google Analytics before, you'll see the **Sign up** button. Click it.

Here you will create an account that points to your CSC 170 Project 2 webpage that you've installed on the webserver. To prepare for this step, in another browser window, open your Project 2 webpage and copy the URL to your clipboard.

- On the New Account page in Google Analytics, scroll down to the "Setting up your account" section and enter an **Account Name**.
    - Use: ***yourname***
    - (which of course, should be your name)
- In the "Setting up your property" section, enter a **Website Name**. Use:
    - **CSC 170 *yourname***
  …where *yourname* is your name.
- Enter (paste) into the **Website URL** field, the full web address of your Project 2
- Change the **Reporting Time Zone** to **(GMT-05:00) Eastern Time**
- Leave all other settings as-is, scroll down and click the **Get Tracking ID** button.
- Accept the Terms and Conditions

Step 3: Get and Insert the Tracking Code → your Project 2

Here you will copy the tracking code from Google Analytics and paste it into the HTML code of your Project 2. Be prepared to edit your Project 2 index.html file.

- Copy the **Tracking Code** to your computer's clipboard.
- Open your Project 2 index.html file in a text editor.
- Paste the tracking code into the bottom of your HTML, just *above* the closing </body> tag.
- Save the file and re-upload it to the web server.

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Step 4: Browse your Account

- Click the REPORTING link in the top navigation bar

Data will start coming-in to your account in about a day or so.

(Visit your own Project 2 from time to time over the next day to make sure there's some data for Google to record.)

Part II: Google Webmaster Tools

Step 1: Login to Google Webmaster tools

- Go to **www.google.com/webmaster/tools**

  Using the credentials of your Google-registered email address (from Part I), login to Google Webmaster tools.

Step 2: Get the URL of your Project 2

You must make sure you get the right URL, so follow these steps…

- Open another browser window or tab, and go to your Project 2 on the web server
- When you see your Project 2, copy the web address to your computer's clipboard.

Step 3: Add Project 2 to Google Webmaster Tools

- Toggle back to Google Webmaster Tools and **paste** the URL from your Project 2 into the text field by the **ADD A SITE** button
- Click the **ADD A SITE** button
- Assuming you've successfully added a tracking code to your Project 2 index.html file, when you get to the Verify page, simply click the **VERIFY** button, then click **Continue** on the confirmation page.

Step 4: Create a Sitemap

- Leaving the web page pointed to Google Webmaster Tools open, start another browser window or tab, and go to: **www.xml-sitemaps.com**
- About halfway down the page, you'll see a text field to enter a "Starting URL." Paste the web address of your Project 2 in the **Starting URL** box.
- Change the **Change Frequency** pull-down from None to **Daily**
- Scroll down to the **Start** button and click it
- On the "Your sitemap is ready" page, find the text "Download the sitemap file here" and click the "here" link.
- Depending on the web browser you're using, a file (your sitemap) will download to your computer. (Take note of where it's downloading – you'll need to retrieve it.)

Step 5: Upload your Sitemap

- Open an FTP tool and login to your account on the web server
- Navigate to your Project 2 files
- Upload the **sitemap.xml** file you created in Step 4 to the "webroot" (the folder named **project2**) on the web server

Step 6: Register your Sitemap

- Go back to the Site Dashboard in Google Webmaster Tools
- Click the **Sitemaps** bar (the third column)
- On the Sitemaps page, click the button: **ADD/TEST SITEMAP**
- In the pop-up, type-in **sitemap.xml**
- Click the **Submit Sitemap** button
- Refresh the webpage you're looking at

If you received no error messages, you're done. Google will do the rest.

Note   If you need to make changes to Project 2, you may continue to do so normally. Just leave the Google Analytics code and the sitmap.xml file where they are. If you need to replace them – for whatever reason – simply retrace the steps in this assignment.

Step 7: Report your work

To receive credit for this lab:

- In our Blackboard section, in the Lab 13 assignment, (re)post a link to your **Project 2** webpage.