

# DAP UA Code v4.1

## Quick Guide

Prepared for:



# Introduction

This Quick Guide accompanies the Digital Analytics Program (DAP) Universal Analytics (UA) Code. Its intent is to allow agencies participating in the GSA DAP program to quickly understand, test and deploy the latest JavaScript file to implement DAP UA Code.

Note that as of version 3.0, the ability to implement the GSA DAP code from within Google Tag Manager (GTM) was added. For more information on the Google Tag Manager implementation, see the “Google Tag Manager Quick Guide”.

For agencies who are new to DAP, or who have not yet read this document, we strongly encourage you to read the “DAP Code Capabilities Summary & Reference” document.

For agencies who are updating to the latest version of DAP, we strongly recommend that you read the “Release Notes”.

## DAP Code Deployment Steps

Agencies can choose from two deployment options when it comes to the DAP code: 1) host the code locally, or 2) use a DAP centrally hosted URL (recommended). The DAP team strongly recommends agencies to use the DAP centrally hosted URL as it will allow the DAP team to seamlessly push the latest version of the DAP code, which may contain issue fixes and new features, without agencies having to maintain the code and keep up with the updates themselves.

### DAP Centrally Hosted URL Implementation Instructions:

- 1) Create the Federated Analytics script block using <https://dap.digitalgov.gov/Universal-Federated-Analytics-Min.js> as shown in the implementation examples below.
- 2) Insert the Federated Analytics script block in the <head> of all pages on your site. The best location for the script block is directly before the closing </head> tag. The script block must be inserted in a way that it appears on every page across the entire site, including sub-domains (e.g.: ed.gov and www.ed.gov and www2.ed.gov,

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etc.) and on-site search sub-domains (e.g.: find.ed.gov, searchjustice.usdoj.gov, search.nasa.gov).

- 3) Please note that the script tag will not work properly unless the src is specified with https://. The DAP code central host URL has been configured to only be called securely, and will not function unless being called over SSL.

## Local Host Implementation Instructions:

- 1) Download these three files from the DigitalGov.gov DAP implementation page and save them locally:
  - Federated.js.map
  - Universal-Federated-Analytics-min.js
  - Universal-Federated-Analytics.js
- 2) Copy the files to the same location as your agency site's other JavaScript files (typically a folder called /scripts or /javascript, etc.). The three files should be on the same server as the site's other files, and all sharing the same location.
- 3) Insert the Federated Analytics Script Block in the <head> of all pages on your site. The best location for the script block is directly before the closing </head> tag. The script block must be inserted in a way that it appears on every page across the entire site, including sub-domains (e.g.: ed.gov and www.ed.gov and www2.ed.gov, etc.) and on-site search sub-domains (e.g.: find.ed.gov, searchjustice.usdoj.gov, search.nasa.gov)

**Note:** To load the DAP code asynchronously add the "async" attribute to the Federated Script block, like this:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS"></script>
```

# Google Tag Manager

DAP 3.0 supports implementing the DAP code from within Google Tag Manager. Follow the simple instructions below (and in the rest of this document) in order to use Google Tag Manager to load DAP code.

## GTM Account Creation/Insertion

If you do not already have a Google Tag Manager container/account, follow these instructions.

1. Go to [tagmanager.google.com](https://tagmanager.google.com) to create a Google Tag Manager account (or to access an existing account).
2. Create a container for your agency site
3. Add the container snippet to your site after the opening `<body>` tag.
4. Remove any existing legacy Google Analytics code.

See [this link from Google](#) on creating a new Google Tag Manager container if you need further assistance.

Here is an example of what your Google Tag Manager code may look like. Do not use this example; use the code that you receive from the Google Tag Manager website for your account.

```
<!-- Google Tag Manager --> <noscript><iframe
src="//www.googletagmanager.com/ns.html?id=GTM-XYZ123"
height="0" width="0"
style="display:none;visibility:hidden"></iframe></noscript>
<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=
  '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-XYZ123');</script> <!-- End Google Tag Manager -->
```

## DAP Code Placement in GTM

These steps outline placement of DAP code within a Google Tag Manager container.


1. Click New Tag from the Container screen.
2. Select "Custom HTML Tag" as the tag type.
3. Give the tag a name, like "DAP 3.0 Google Analytics Code" so that you can easily find it later if needed.
4. Copy and paste the DAP code snippet into the textbox. Note that you may want to make some customizations based on the "DAP Script Implementation Examples/Scenarios" shown below, as well as the "DAP Code Capabilities Summary & Reference" guide.
5. Choose fire on "All Pages" as the triggering rule.
6. Click "Create Tag" to save.


Note that at this stage, the DAP code will not start to send data to Google Analytics until you publish your GTM container.

Here is an example of what your GTM tag may look like:


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### DAP 3.0 Google Analytics Code

Unfiled items 




Choose Product





Configure Tag



Tag Type

Custom HTML

HTML

```
<script async type="text/javascript" id="fed an ua tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS"></script>
```

3

Fire On

Choose one or more triggers from the following types:

All Pages

Some Pages

Click

Form

More

This trigger will fire your tag: [Create Exceptions](#)

All Pages

×

Create Tag

Cancel

## DAP Script Implementation Examples/Scenarios

Agencies must use the basic DAP script block implementation at minimum, and can add additional customization as part of the script block as needed. Several examples of customizations are provided in this section (Scenario A and B) to demonstrate the use of other custom parameters.

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See the Query String Parameters & Default Values Reference at the bottom of this Quick Guide for the complete list of allowed customization parameters. To get a more in-depth understanding of how these customizations relate to available DAP code features, read the "DAP Code Capabilities Summary & Reference" guide.

### Default Scenario: Basic DAP script block implementation (minimum requirement).

- All sites' script blocks will have these attributes: id="\_fed\_an\_ua\_tag" language="text/javascript"
- All script blocks require a src, which will be either the central host URL (shown below) or the local file path, to be specified.
- All script blocks must specify their agency's standard abbreviation as shown below.

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS"></script>
```

If the website is also part of a sub-agency, the sub-agency value should be specified as follows:

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=HHS&subagency=FEMA"></script>
```

### Scenario A (Optional): The agency is implementing the PUA tracker and a visitor cookie expiration of 6 months.

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-
AnalyticsMin.js?agency=DHS&pua=UA-000000-0&cto=6"></script>
```

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Scenario B (Optional): The agency is implementing additional Custom Search Parameters (sp), Download Extensions (exts), and Demographics.

Example 1: Adding a single custom search parameter, a single custom download extension and demographics data.

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=DHS&sp=lookup&exts=mp3&dclink=true"></script>
```

Example 2: Adding multiple custom search parameters, multiple download extensions, and demographics data.

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=DHS&sp=lookup,locate&exts=tif,mp3&dclink=true"></
script>
```

Scenario C (Optional): The agency is implementing the PUA tracker, site topic and site platform.

```
<script async type="text/javascript" id="_fed_an_ua_tag"
src="https://dap.digitalgov.gov/Universal-Federated-Analytics-
Min.js?agency=DHS&pua=UA-000000-
0&sitetopic=Health&siteplatform=Federalist"></script>
```

Note:

1. The code is not case sensitive, e.g. Agency, agenCY, agency or agencyY will work properly.
2. The order of the querystring parameters does not matter, so for example, the sp parameter can come before exts and agency.



## Note to Developers: Dynamically Added Links

Please note that this section is intended only for website administrators who have the knowledge that their links are added dynamically and are not part of the page load. The majority of websites participating in DAP are not affected by this scenario.

Links that are added dynamically to an agency website may be added to the site after the DAP tracking code has completely loaded. As a result, these dynamically added links may not be included in the auto tracking functionality. The solution below outlines a way to re-trigger the auto tracking functionality once the dynamically loaded links have been completely added.

### How to Re-trigger the Auto Tracking Functionality

The `_initAutoTracker()` function is what the Digital Analytics Program uses to generate automatic link event tracking. This function should be called once all links have been added to the page. Note that the below code is an example, to demonstrate a technical concept. Actual execution on agency sites may vary.

In the below example, we assume the agency has an existing function, `addDynamicLinks()`, that normally adds links to the agency site.

```
<script>

function addDynamicLinks() {

  console.log('Here is where links would be added!');

  _initAutoTracker();

}

addDynamicLinks();

</script>
```

## Dynamically Inject DAP Library

You can use this alternate format of the DAP script tag when you want to dynamically build and inject the JavaScript library. A good example of this case might be if you want to include the YouTube tracking parameter (yt=true) on pages that match a specific condition. Here is an example:

```
<script type="text/javascript">

(function() {

    var s = document.createElement('script');

    var params = '?'+'agency=DHS&yt=true';

    s.type = 'text/javascript';

    s.id = '_fed_an_ua_tag';

    s.async = true;

    s.src = 'Universal-Federated-Analytics-Min.js'+params;

    var x = document.getElementsByTagName('script')[0];

    x.parentNode.insertBefore(s, x);

})();

</script>
```

# Query String Parameters & Default Values Reference

Query String Parameter	Data Type	Default Value	Description	Default Behavior
agency	String	unspecified:domain.com	Agency Custom dimension value	Agency CD show up as "unspecified:domain.com" in the reporting interface
subagency	String	unspecified:domain.com domain.com	Sub Agency custom dimension value	Sub-agency CD show up as "unspecified:domain.com – domain.com" in the reporting interface
sitetopic	String	unspecified:domain.com	Site Topic custom dimension value	"unspecified:domain.com" in the reporting interface
siteplatform	String	unspecified:domain.com	Site Platform custom dimension value	"unspecified:domain.com" in the reporting interface
sp	Comma separated string		Additional search parameter	By default, these search parameters are automatically tracked: q, querytext, nasalInclude, k, and qt.
exts	Comma separated string		Additional download extensions	Only the pre-defined file extensions will be included as downloads
yt	boolean	false	Enable/Disable YouTube Tracker	YouTube videos will be not be tracked.
sdor	String	auto	<p>If "auto" cookie will be set as subdomain.domain.com</p> <p>If set to custom value &lt;i.e. sub.domain.com or site.com&gt;, all sub-</p>	Sub-domains on the same domain will be treated as separate sites.

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			domains of the current domain will be linked and links between these portals will be considered internal links.	
dclink	boolean	false	Demographic Data (true/false)	Demographic data is not available
pua	Tracking ID		Parallel UA Trackers	No additional properties are tracked.
enmlink	boolean	false	Enhanced Link Attribution (true/false)	Enhanced Link Attribution feature of GA is not used.
autotracker	boolean	true	Enable/Disable AutoTracker	Downloads and outbound links are automatically tracked.
optout	boolean	false	Page Opt-Out (true/false)	This specific page will be tracked in GA
parallelcd	boolean	false	Send Custom Dimensions – Parallel Tracker (true/false)	The following 3 Custom Dimensions will be sent to the Parallel Tracker account.
palagencydim	number (custom dimension slot number)	1	Agency Custom Dimension Slot # (Parallel Tracker)	1
palsubagencydim	number (custom dimension slot number)	2	Sub Agency Custom Dimension Slot # (Parallel Tracker)	2
palversiondim	number (custom dimension slot number)	3	Code Version Custom (Parallel Tracker) Dimension Slot #	3
paltopicdim	number (custom dimension slot number)	4	Site Topic Custom (Parallel Tracker) Dimension Slot #	4

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palplatformdim	number (custom dimension slot number)	5	Site Platform Custom (Parallel Tracker) Dimension Slot #	5
palscriptsrdim	number (custom dimension slot number)	6	Script Source Slot # (Parallel Tracker)	6
palurlprotocoldim	number (custom dimension slot number)	7	URL Protocol Slot # (Parallel Tracker)	7
palinteractiontypedim	number (custom dimension slot number)	8	Interaction Type Slot # (Parallel Tracker)	8
cto	Integer (of months)	24	Ga cookie expiration in months	GA cookie expires from user's system after 2 of not being updated.
transport	String	xhr	Sets the transport mechanism for Google Analytics. Other accepted values are "beacon" or "image".	Sets the transport mechanism of Google Analytics to XHR.