**pagevGoogle Analytics Tracking Implementation**

1. Global Tracking Code  
2. Basket Tracking Code  
3. Standard Ecommerce Code  
4. Enhanced Ecommerce (preferred method)  
5. Cross Domain Tracking   
6. Event Tacking / Dynamic Event Tracking  
7. User Timing  
8. My Account

1. **Standard code**. Global tracking code to be placed across every page on the website. Including the my account section. There are no page names set as per the current site expect within the basket. The page names will be displayed as the url or be taken from CMS content where there is a page name specifically stated. *(This should not replace the tracking code for Mobiles.co.uk or OSPS as these still ues the old version)*

Documentation > https://developers.google.com/analytics/devguides/collection/upgrade/reference/gajs-analyticsjs

<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){

(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1\*new Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)

})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-109636-1', 'auto');  
ga('require', 'linker');

ga('linker:autoLink', ['secure-mobiles.com']);

ga('require', 'linkid', 'linkid.js');

ga('require', 'displayfeatures');

ga('send', 'pageview');

</scrip

1. **Standard basket code.** This needs implementing on all stages. Basket, basket steps and confirmation page all have slighty different tracking code to the global site code. Each page has it’s own specific name and the cross domain tracking has a slight variation of the code.

**\*Do not add this code to the osps or partnership (phonespot) baskets**

**Each step requires a specific page name against the page view value. When including this to the pageview line do not replicate the pageview value again on its own as this fires the page twice.**

Basket – /basket.hml

Step 1 - /stage-1

Step 2 - /stage-2

Step 3 - /stage-3 (add if stage exists)

Step 4 - /stage-4 (add if stage exists)

Confirmation - /confirmation-page

<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){

(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1\*new Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)

})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-109636-1', 'auto', {'allowLinker': true});

ga('require', 'linker');

ga('linker:autoLink', [e2save.com']);

ga('require', 'linkid', 'linkid.js');

ga('require', 'displayfeatures');

ga('send', 'pageview');

</script>

1. **Standard ecommerce tracking**. (this version cannot be used in conjunction with enhanced ecommerce tracking, which is the preferred method. See section 4.) The ecommerce tracking is only added to the confirmation page. The ecommerce plugin must load after the tracker and before any ecommerce functionality. This has been added to the code before the pageview value. >

ga('require', 'ecommerce');

Implement the next steps after all the standard analytics code. Please use the documentation to implement steps >

* Adding a transaction
* Adding items
* Sending data

**Documentation** > <https://developers.google.com/analytics/devguides/collection/analyticsjs/ecommerce>

1. **Enhanced ecommerce tracking. (this is the preferred method of ecommerce tracking, requires web support to understand some of the implementation methods and output) See documentation >**

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

1. **Cross domain tracking.** The cross domain tracking is included within the standard code globally and also on the basket stages. For reference see documentation >

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cross-domain#autolink>

1. **Event tracking.** The code for this has been updated in this version. All events on the new site will need to be tagged. Please see supporting excel document and view tab for developers. These are the areas that marketing/design cannot or should not implement code to. There are also dynamic events to place where products change and values should dynamically change.

New event tag >

ga('send', 'event', 'category', 'action', 'label');

All event tag naming conventions are added to the excel doc.

1. **User timings**. Implement user timing tracking as per documentation >

<https://developers.google.com/analytics/devguides/collection/analyticsjs/user-timings>

1. **My account tracking**. Replace existing GA code across all pages of the my account section. (Please do not overwrite GA code for Mobiles.co.uk & OSPS as these still use the older version of GA)

<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){

(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1\*new Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)

})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-109636-1', 'auto', {'allowLinker': true});

ga('require', 'linker');

ga('require', 'linkid', 'linkid.js');

ga('require', 'displayfeatures');

ga('send', 'pageview');

</script>