

Project Development Phase

PROJECT – HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

DEBUGGING AND TRACEABILITY

Google Tag Assistant is a browser extension that helps you validate the implementation of Google Analytics and other Google tags on your website. It provides a detailed report on any issues it detects, making it a valuable debugging tool.

Browser Developer Tools:

The browser's developer tools can be used to inspect network requests and console logs. Check the JavaScript console for any errors related to the tracking code. You can also view the network activity to confirm that data is being sent to Google Analytics.

Custom Event Tracking:

If you're using custom event tracking, add debugging statements to your code to log events or interactions to the console. This helps you ensure that events are firing correctly.

Debug Versions of Tracking Code:

Google Analytics provides a debug version of the tracking code that logs tracking calls to the console. You can use this during testing and debugging to verify that data is being sent properly.

Test Environments:

Set up a separate testing or staging environment where you can verify the tracking code's functionality without affecting your live website. This allows for thorough testing and debugging before deploying changes to the production site.

Annotations in Google Analytics:

Use annotations in Google Analytics to document changes or updates to your tracking implementation. Annotations can help you trace any issues back to specific changes made in your tracking setup.

Version Control and Change Logs:

Maintain a version control system for your website's code, including the Google Analytics tracking code. Document any changes or updates, and keep a change log that includes details of what was modified and when.

Tag Management Systems:

If you're using a tag management system like Google Tag Manager, take advantage of the preview and debug mode it offers. This allows you to test changes before publishing them to the live site.

User Access and Permissions:

Control user access and permissions in your Google Analytics account to ensure that only authorized individuals can make changes. This reduces the risk of accidental misconfigurations.

Documentation:

Maintain detailed documentation of your Google Analytics setup, including tracking code placement, goal configurations, event tracking, and custom dimensions. This documentation can be invaluable for troubleshooting and traceability.

By following these practices, you can effectively debug issues, maintain traceability, and ensure the accurate and consistent collection of data with Google Analytics on your website. Debugging is crucial to identifying and resolving problems, while traceability helps you understand how data is collected and whether it aligns with your intended tracking goals.

The image shows a screenshot of the Google Analytics website and a browser's developer console. The website header includes the Google Analytics logo, a language selector set to 'US English', and a search bar. The navigation menu contains links for HOME, PRODUCT, SUPPORT, EDUCATION, PARTNERS, and BLOG. The main content area features the headline 'Enterprise-class web analytics made smarter, friendlier and free.' and a sub-headline 'Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features allow you to see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to win better-targeted ads, strengthen your marketing initiatives and create higher converting websites.' A button labeled 'Access Analytics' is present, along with a link 'New to Google Analytics? Sign up now'. Below this, there are three sections: 'DATA EXPORTS' (Information and develop applications that access Google Analytics data), 'ADVANCED ANALYTICS' (Perform advanced data analysis with pivot tables, filtering and multiple dimensions. Discover new trends and insights with modern chart visualizations), and 'RECOMMENDATIONS' (Find out whether your site usage metrics underperform or outperform those in your industry).

The browser's developer console is open, showing the 'Errors / Warnings' tab. It displays several JavaScript errors related to the Google Analytics tracking code. The first error is 'Uncaught ReferenceError: _gaq is not defined' at line 1 of the file 'ga.js'. The second error is 'Uncaught ReferenceError: _ga is not defined' at line 1 of the file 'ga.js'. The third error is 'Uncaught ReferenceError: _ga is not defined' at line 1 of the file 'ga.js'. The fourth error is 'Uncaught ReferenceError: _ga is not defined' at line 1 of the file 'ga.js'. The fifth error is 'Uncaught ReferenceError: _ga is not defined' at line 1 of the file 'ga.js'. The console also shows a 'Tracking Status' section with a table of tracking status for various Google Analytics features. The table has two columns: 'Feature' and 'Status'. The features listed are: 'Account ID', 'Page Title', 'Page Name', 'Page', 'Referring URL', 'Hit ID', 'Visitor ID', 'Session Count', 'Session Time - First', 'Session Time - Last', 'Session Time - Current', 'Campaign Time', 'Campaign Source', 'Campaign Medium', 'Campaign Name', 'Language', 'Encoding', 'Flash Version', 'Java Enabled', 'Screen Resolution', 'Color Depth', 'Canvas Version', and 'Doctype Snippet Used'. The status for each feature is listed in the 'Status' column.

Feature	Status
Account ID	UA-1000000-1
Page Title	Google Analytics Official Website
Page Name	www.google.com
Page	/analytics/
Referring URL	-
Hit ID	1421299881
Visitor ID	1790741896
Session Count	13
Session Time - First	Thu Jun 16 18:16:16:33 GMT-0700 (PDT)
Session Time - Last	Thu Aug 12 18:16:17:53:54 GMT-0700 (PDT)
Session Time - Current	Tue Aug 17 18:16:18:54:60 GMT-0700 (PDT)
Campaign Time	Tue Jul 28 18:16:18:26:18 GMT-0700 (PDT)
Campaign Source	-
Campaign Medium	-
Campaign Name	-
Language	en-us
Encoding	UTF-8
Flash Version	18.0.0.0
Java Enabled	true
Screen Resolution	2560x1600
Color Depth	24-bit
Canvas Version	4.7.2d
Doctype Snippet Used	html