

Google Analytics for Plinkit

Check List:

To configure Google Analytics for your Plinkit site, you will need:

- Access to a valid email account, or a Google account
- Access to a management user for your Plinkit site

To use Google Analytics, you must either have a Google account already (through other Google services, such as G-Mail), or register a new Google Analytics account.

Registering a Google Analytics account

If you already have a Google account, you can skip this step.

To register a Google Analytics account, go to:

(http://www.google.com/analytics/sign_up.html)

To start registering an account click “[Sign Up Now](#)”. Enter a valid email address in the “**Your current email address:**” field. Type a password in the “**Choose a password:**” field and enter it again in the “**Re-enter password:**” field. The password must be at least eight characters long, and be the exact same in both boxes.

Scroll to the bottom of the page and you will see the field “**Word Verification:**” You must type the letters in the picture into the box below it. If you have trouble reading the letters, you can click the image of the wheelchair next to the box, this will cause the computer to start making very unusual sounds, but during the sounds you will hear distinct numbers, type the numbers into the box in the order you hear them. If you miss a number don’t worry, when it is done a voice will say “Once again” and start over. If you do not get all the numbers the second time through, you can always click the image again and start over, the numbers do not change.

After all that is finished, click the “**I accept. Create my account.**” button, and you will be taken to an “**Email Verification**” page. Now simply check your email on the account you entered, and you should see an email with the subject “**Google Email Verification**”. View the e-mail and click the first link you see, it should look similar to: ["http://www.google.com/accounts/VE?c=CJG-6vT2rZLpRT6L_F_9Wq1KEB&hl=en"](http://www.google.com/accounts/VE?c=CJG-6vT2rZLpRT6L_F_9Wq1KEB&hl=en) . You will be taken to the “**Email Address Verified**” page; you now have a Google Analytics account.

Go back to Google Analytics to continue (<http://www.google.com/analytics>).

If you are not already logged in, login with your Google Account information, or the email address and password you just used to register your account (if you see your email address in bold above the “Password:” box, you will only need to enter your password to login”

On the next page, click the “**Sign Up >**” button near the bottom. This will take you to a page with a few fields you must fill out with information about your website. Make sure the first dropdown box says “**http://**” not “**https://**” then type, or copy your

websites address into the box next to it, but be sure to not include the “http://” in the front of the address, e.g. “www.shawls.lib.il.us” *not* “http://www.shawls.lib.il.us”. “**Account Name:**” will automatically be filled in with your sites URL, if you don’t like this enter something unique for your website, such as “Library Site” or “SHW Library Site” (but keeping the site URL there is recommended). Then select the “**Country**” and “**Time Zone**” your site is in. All Illinois Plinkit sites should select “United States”, and “(GMT-06:00) Central Time”. After all that is done, click the “**Continue >**” button.

Next you are taken to a page to fill out contact information for this site, you can fill this out if you like, but the only required field is the “**Country or territory:**” field. Make sure “United States” is selected in this field, and then click the “**Continue >**” button. On the next screen check the “**Yes, I agree to the above terms and conditions**” box, and click the “**Create New Account >**” button.

The next screen shows you some JavaScript and some instructions; you only need one thing out of this for your Plinkit site. The fourth line down is the important one, the line will look similar to: `uacct = “UA-2345678-1”`. You need write down the code after the “=” sign, (looks similar to **UA-2345678-1**, you don’t need to save the “ ” marks, just the letters, numbers, and dashes). After you have that code saved, click the “**Continue >**” button. You will then be taken to the main page for tracking your sites traffic. It is now time to configure Plinkit to report to Google Analytics.

Configuring your Plinkit Site

In a new browser window or tab, go to your website and login as your management user, this will normally have been given to you during your Plinkit training. If you do not remember it, or never had one, call your Regional Plinkit Trainer, and ask them how to login as the management user, they will probably have to reset the password for you, but they will be able to tell you the username and password to login with.

Once you are logged in click the “[site setup](#)” link at the top right of the Plinkit site. At the bottom of this page, you may see the link “[Analytics for Plone](#)”, if not you will have to enable Google Analytics first. Click this link if it is available.

Enabling Google Analytics in Plinkit

Skip this section if you had the “[Analytics for Plone](#)” link at the bottom of the site setup page.

Click the link “[Add/Remove Products](#)”, this will take you to a list of Add-on products that are, or can be, installed. Near the top of the first list (not the navigation bar on the left), you will see “**AnalyticsForPlone 1.1**”. Click the checkbox to the left of this product name. Scroll down to the bottom of the list. Once you are at the bottom of the list, you will see the “**install**” button; click this button to enable Google Analytics for your site. After that you will be still be on the same page, but you will see that “**AnalyticsForPlone 1.1**” is no longer in the first list. Scroll down so you can see the bottom of the left navigation bar. Under “**Add-on Product Configuration**” you will see the link “[Analytics for Plone](#)”. Click this link to continue.

There is only one field you need to fill out to configure your Plinkit site. In the “**Google analytic’s id**” field type in the code you saved earlier (it will look similar to **UA-234567-1**). After you have entered the ID click the “**submit query**” button. You will be taken back to the site setup page, and at the top of the page, you will see the message “**Analytics for Plone successfully update.**” You are now finished configuring your Plinkit site for Google Analytics, all that is left now is to verify it is working.

Verify Google Analytics is working

Go back to your Google Analytics page. If you configured your Plinkit site in a new window or tab, just go back to the tab or browser window that is still open to Google Analytics. If it is not still open, simply go back to <http://www.google.com/analytics> and log back in.

At your main page you will see the button “**Check Status**”, click this button. If all went well, you should see “**Waiting for Data**” and “**Analytics has been successfully installed and data is being gathered now.**” at the bottom of the yellow box. After you have seen these messages, click the “**Finish**” button at the bottom of the screen (don’t wait on the “**Waiting for Data**” message to change, it can take a very long time).

Google analytics is now configured and working on your Plinkit site, you can return to this page and click the “[View Reports](#)” link to view information about traffic to your website. It will take some time before you can check this for the first time. The way Google Analytics works is it gathers a full days worth of traffic, and then generates your reports based on that data, so it is updated approximately every 24 hours. This seems like a bit of a hassle when it is first installed, but the amount of information you can gather about visits to your site is worth the wait.