BROWN

Web Analytics and Statistics

jeremy spurr - 2021-03-03 - Comments (0) - Web Literacy

Google Analytics (GA) is a free tool that tracks and reports website traffic.

Office of University Communications (OUC) mandates that all Brown web sites and apps have GA installed with Brown's tracking ID. This will help the University monitor and achieve its communication goals.

Only selected OUC and CIS staff have access to Brown's full Analytics account and reports. If you would also like to monitor your site's Analytics, follow the steps below in the option that best meets your needs.

Option 1: Google Analytics instructions for BrownSites

1. Setup your own GA account at https://analytics.google.com/ under your Brown email address.
2. Create a new Property and get your tracking ID
    - Account Name: Your Department Name
    - Website Name
    - Website URL
    - Time Zone: Eastern Time
    - Click: Get Tracking ID - It will look something like UA-12345678-1
3. Email web@brown.edu and tell them your tracking ID and site URL

Option 2: Installing Analytics on sites/apps built by 3rd party vendors

If you have a BrownSite or a BrownBlog, GA is already installed and configured with the Brown tracking ID. If you are building a custom website, someone will need to install both your department's and the University's GA tracking ID's through Google Tag Manager (GTM).

1. Setup your own GA account at https://analytics.google.com/
2. Create a new Property and get your tracking ID
    - Account Name: Your Department Name
    - Website Name
    - Website URL
    - Time Zone: Eastern Time
    - Click: Get Tracking ID - It will look something like UA-12345678-1
3. Invite webanalytics@brown.edu to be account users (optional).
4. Setup a GTM account at https://tagmanager.google.com

5. Create account
    - Enter your Department's name for **Account Name**
    - Country: United States
    - Click **Continue**
6. Setup Container
    - Container name: URL of your website
    - Where to use your container: Web
7. Add GTM code to your web site following Google's instructions
8. Create variable for your department's GA Tracking ID
    - Variables > New: Enter Name (**Your Brown Department Name GA**)
    - Variable Configuration > Google Analytics Settings > Tracking ID > **Save**
9. Create Trigger
    - Triggers > New: Enter **All pageviews**
    - Trigger Type: Pageview
    - All Page Views
    - Click **Save**
10. Create new Tag
    - Tags > New: Click **Your Brown Department Name GA**
    - Tag Configuration > Universal Analytics
    - Track Type: Page View
    - Google Analytics Settings: **BrownU UA**
    - Trigger: **All Pageviews**
    - Save
11. Repeat steps 7-9 with Brown's GA tracking ID: UA-34495025-1
12. Click **Submit** (top right)
13. Enter Version Name and Version Description
14. Click **Publish**